

LIFE



YOUTH PROBLEM: 1938

JUNE 6, 1938

10 CENTS

**HOLLYWOOD'S
STAR**

Dear Bill: Just a note from your script-writing friend to let you know that our mutually-prized acquaintance "Canadian Club" is also a star-favorite in a town which holds more stars than any tropical sky—meaning Hollywood, of course! And even out here, where the best of everything is certain to turn up sooner or later, it's generally admitted that "Canadian Club" is one star that has no double!

Jeff



In 87 countries whisky-wise men ask for "Canadian Club and soda." You, too, will like its distinctively different flavor. Its taste is easy to identify because "Canadian Club" is neither rye, bourbon,

nor Scotch. It's "Canadian Club," (90.4 proof) imported whisky, with a unique, rich taste all its own. Hiram Walker also makes fine rye, bourbon, Scotch, gin, and a complete line of liqueurs, cordials and

prepared cocktails. At all leading dealers and at your favorite clubs, bars, and hotels everywhere. Hiram Walker & Sons Inc., Peoria, Illinois. Distilleries at Peoria; Walkerville, Ontario; Glasgow, Scotland.

AMBASSADOR
OF GOODWILL
TO 87
COUNTRIES

Hiram Walker's **"CANADIAN CLUB"**



*"I know, now, why
the Swing is to"*
SHAVEMASTER
REG. U. S. PAT. OFF.



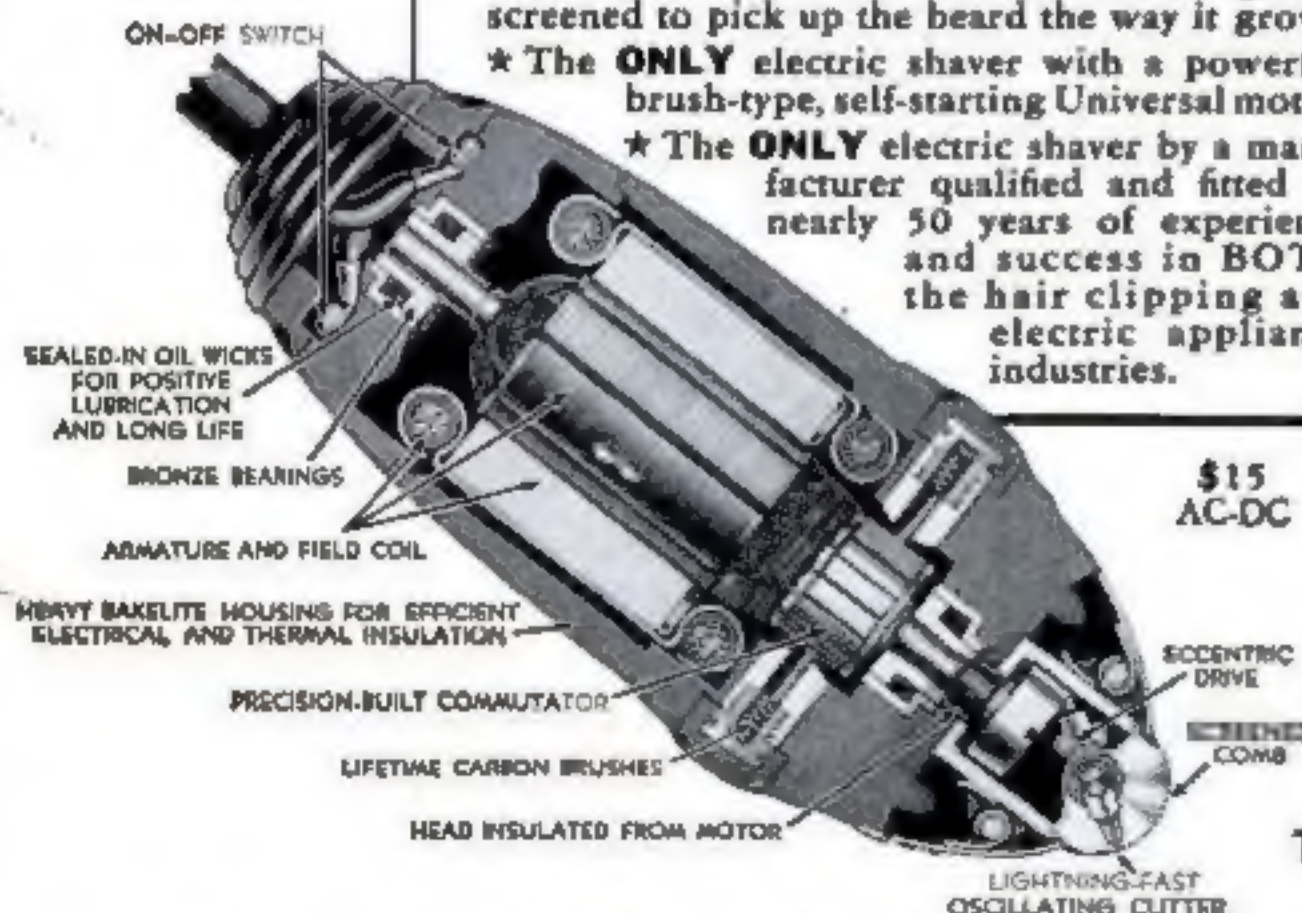
**IT'S THE ELECTRIC SHAVER THAT GETS DOWN
TO BUSINESS AND DOES A JOB RIGHT NOW!**

The one thing about Shavemaster that has made such a big hit with men is the *manly* way it gets down to business and SHAVES you, quick, and close, the first time you put it on your face.

This trim, *powerful*, easy-to-handle little marvel offers no "ifs," "whens," or "buts"—requires no skill or "patient practice"—and it just won't be babied by anyone. It makes friends quickly—and it keeps them. It gives you results—not promises.

THE "INSIDE STORY"

- ★ The **ONLY** electric shaver with a lightning-fast, single cutter that oscillates in an arc inside a comfortable, smooth shaving head.
- ★ The **ONLY** electric shaver with a shaving head screened to pick up the beard the way it grows.
- ★ The **ONLY** electric shaver with a powerful, brush-type, self-starting Universal motor.
- ★ The **ONLY** electric shaver by a manufacturer qualified and fitted by nearly 50 years of experience and success in BOTH the hair clipping and electric appliance industries.



In other words, Shavemaster has proved itself the answer to quick, close, comfort-shaving. It gives the kind of shaves men have been looking for in an electric shaver—and does it **RIGHT NOW**—not next week or the week after.

Is it any wonder that men have bought Shavemaster faster than the Company could make them—*right from the start!*

NONE OTHER LIKE IT

Shavemaster has a new patented principle that is all its own—exclusive features different from all other electric shavers. It has greater, steady **POWER** that doesn't swoon when a man-size beard comes along. It gets *all* the whiskers *all* the time.

If you haven't yet used Shavemaster, you ought to—just to see what a quick, close, comfort-shave this new, electric, latherless way feels like.

Or perhaps you've used other dry-shavers, or been waiting for the *right* one to come along. If so, Shavemaster is made for you. See your dealer today.

SHAVEMASTER is one of

Sunbeam
THE BEST ELECTRIC APPLIANCES MADE

Dad: WHAT A GRADUATION
GIFT FOR THE BOY

Son: WHAT A GIFT FOR
DAD ON FATHERS' DAY

Famous for the MIXMASTER, IRONMASTER, COFFEEMASTER, SILENT AUTOMATIC TOASTER, CLIPMASTER, etc.
CHICAGO FLEXIBLE SHAFT COMPANY, 5688 Roosevelt Rd., Chicago, Ill. . . . Canada Factory, 321 Weston Rd. So., Toronto . . . 49 YEARS MAKING QUALITY PRODUCTS



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MOBILGREASE LASTS LONGER... SAVES MONEY

2,500,000 NEW USERS in the past 12 months! Sales tripled in 3 years! That's the record of Mobilgrease! And here's the reason why: Mobilgrease keeps cars quieter...stays on the job longer...gives better chassis protection. It won't wash out. Won't squeeze out. Try Mobilgrease today—where Mobiloil is sold.



Mobil *SOCONY-VACUUM*
Lubrication
COSTS NO MORE THAN AN ORDINARY GREASE JOB

LETTERS TO THE EDITORS

Nanking Atrocities

Sirs:

This is in regard to your issue of LIFE, May 16, picturing Japanese atrocities on page 14. Undoubtedly you are convinced of their authenticity. I discussed them with several fellow teachers, and all expressed skepticism in some degree.

Whether true or not, these atrocious pictures lead me to point out the danger of such propaganda. They should be valid beyond all possible doubts.

If true, you are doing a service with that "pictorial method" that is unmatched. If untrue or doubtful, you are doing more to suppress a free press than you realize.

T. FRANCIS MONAGHAN

Yonkers, N. Y.

● The rape of Nanking by the Japanese has been described with dates, names, places and full details by responsible first-hand witnesses, and its victims photographed. Because the witnesses are continuing to work in Japanese-controlled territory, LIFE naturally cannot permit publication of their names and affidavits, which are being held in Shanghai vaults until the end of the war.—ED.

Sirs:

In your May 16 issue of LIFE, regarding the Japanese invasion of China, you did more than the League of Nations to uphold justice and humanity.

S. S. YOUNG

Lehigh University
Bethlehem, Pa.

Duchess' Arm

Sirs:

The Duke of Windsor may have been a Glamour Boy, but Wallis Simpson must have been an acrobat (LIFE, May 23). For how do you explain her left arm being in a position that only her right arm could assume with ease?

WALTER J. KALETA

San Francisco, Calif.

● No acrobat is the Duchess of Windsor (see cut). If Reader Kalata and the

ture, and not the Duchess, that has turned the trick.—ED.

Horse's Legs

Sirs:

In your May 16 issue of LIFE you stated that a horse's legs never grow any longer than they are at birth. This statement, as I see it, is incorrect. A horse's legs do grow after birth. This question has been investigated here at Michigan State College by the Department of Animal Husbandry, actual measurements having been taken.

D. J. FRANCISCO

Delta Sigma Phi House,
East Lansing, Mich.

● Many experts, notably Humphrey Finney of the Maryland Breeders' Association, editor of *The Maryland Horse*, have maintained that a horse's legs do not grow after birth. But no less an authority than S. Harmsted Chubb, assistant curator of comparative anatomy at the American Museum of Natural History, has made scientific tests which prove that Mr. Finney and LIFE are wrong. A horse's legs do grow after birth.—ED.

Model Planes

Sirs:

Referring to your interesting article on model airplanes in the May 16 issue, particularly the statement on page 50: "Powered with gasoline motors, they have wingpreads up to 14 ft., can stay in the air for almost an hour."

The official world record for sustained flight under power, established by a plane built with our regulation "Denny Junior" kit (6-ft. 1-in. wingpread) is 1 hr., 47 min., 6-10 sec., certified by the National Aeronautic Association. Unofficially, the same plane has flown nearly five hours.

In the record flight, the model flew approximately 80 miles, attained an altitude of 3,600 ft. It crashed against the Santa Susana Mountains, near here, lacking just 400 ft. of sufficient altitude to clear the summit. We estimated it would have flown a total of about six hours had it cleared the mountain.

The N. A. A. observer who timed this flight followed the model in a regulation-sized airplane which had better luck getting down.

REGINALD DENNY

Reginald Denny Industries, Inc.
Hollywood, Calif.

● Standard fuel equipment for model planes is $\frac{1}{16}$ oz. of fuel per lb. weight. The Denny model plane carried 5 oz. per lb. Hence its flight is not recognized by the N.A.A. as official.—ED.

Sirs:

In regard to the article on gas model airplanes, I have been building them for three years, and have never nailed one together, or even seen one constructed in this manner. The pieces of hard balsa or bass are held together by a lightweight type of cement made from banana oil. Nuts, bolts and screws are used in the motor mount, but that is all.

CHARLES TWICHELL

New Haven, Conn.

● Walter Bobkiewicz, who was photographed building a model plane, uses nails to form a jig (clamp), then applies glue. There are no nails in the finished plane.—ED.

Public Lions

Sirs:

Your May 16 issue carries the following: "The American hierarchy of frater-



89 others who wrote to LIFE will look closely, they will see toward the middle of the picture the fingers of the Duchess' right hand. Directly beneath these they will see a fold of her dress, near the waistline. Once the fold is established, the left arm at last appears on the correct side of the body. What looks like the upper part of the left arm is actually the palm of the Duchess' open right hand. It is the high light of the pic-

DON'T LET WRONG SHOES HOLD HIM BACK



Guard his future health,
happiness... fit him now
in Buster Brown Shoes

Ten years from now, will your child be radiantly healthy—ready to face life's problems squarely? One thing is sure—he'll have a better chance if given the right start now. Visit a store selling Buster Brown Shoes... learn how these shoes protect growing feet, contribute to your child's present comfort and future well-being. Foot-shaping lasts, pliable long-wearing leathers, Health Cushion in heel—these Buster Brown features mean foot health for life. Smart styles for girls and boys at leading shoe and department stores. \$2.50 to \$5.00 depending on size. Brown Shoe Company, Mfrs., St. Louis.



Buster Brown S H O E S

Buster's picture
in every pair



nal orders begins with the Elks, Moose, Lions, Eagles, Woodmen of the World, Odd Fellows, Knights of Pythias, and a score of others."

The International Association of Lions Clubs will appreciate the fact that your editor has placed them in good company, but I cannot agree to his listing of an organization of its type as a hierarchy or as an order.

We are the largest organization of service clubs on this continent but we have no rituals, potentates, or secret oaths and ceremonies. We meet in public places and we are nonpolitical and nonsectarian. Lions differ somewhat from other so-called service organizations, in that we stress service to others rather than any gain for our members in business relations.

H. J. MURPHY
Secretary

Lions Club
Gouverneur, N. Y.

Shriners

Sirs:

As numerous others will do, I am calling attention to the statement of LIFE (May 16) "... the U. S. Grand Lodge is not on speaking terms."

Each state (jurisdiction) has its own Grand Lodge composed of Masters and Past Masters of the various subordinate lodges in that jurisdiction.

There is no "U. S. Grand Lodge" in existence.

WALTER ALBERT JR.
Baltimore, Md.

● Reader Albert is right, LIFE is wrong.—ED.

Sirs:

In your illustrated article on the pageantry of the Shriners, you mention that Medinah Temple in Chicago, with 15,000 members, is the largest and wealthiest Shrine Temple in the land. Medinah probably is the wealthiest but I am under the impression that Syria Temple in Pittsburgh is the largest. How about this?

CHARLES H. GARLOW
Madison, Pa.

● Official membership of Medinah Temple is 13,530. Syria Temple, with 14,000 members, is largest.—ED.

Sirs:

First: I am a Shriner. Second: I was very surprised to find in recent LIFE the whole works exposed. How come?

W. J. RYDER JR.
Hibbing, Minn.

Sirs:

The May 16 issue of LIFE which covered the Shriners' story has been well received by everyone with whom I have come in contact, and I am frank to tell you that I deliberated a long time before giving approval to have the photographs taken and the story written.

As you know, this is the first time that anyone has ever been inside a Shrine Temple during a Ceremonial and I think that the article was very sympathetic to our organization. I do want to tell you how much I appreciate the able manner in which it was handled.

EDWARD W. SHEPHERD
Illustrious Potentate

Medinah Temple
Chicago, Ill.

Stuffed with Goodness

Sirs:

In a recent issue of LIFE (May 9), a Mrs. Somebody proclaimed that Mr. Hoover was a big stuffed tomato. I want to go on record as heartily agreeing with Mrs. So and So. Hoover is a STUFFED TOMATO. BUT like all tomatoes, simply stuffed with GOODNESS.

J. B. STREEPEY
Los Gatos, Calif.

9 OUT OF 10 DENTISTS ADVISE

"Fresh
ORANGE JUICE DAILY!"



NEW PROOF OF BENEFITS TO TEETH AND GUMS

From 1800 practicing dentists comes additional proof of the value of FRESH orange juice. 96% report it effective against gum troubles. 88% state it helps prevent tooth decay.

Over eight years ago a group of prominent dentists discovered that gum troubles soon cleared when two glasses of fresh orange juice were taken daily.

Their findings were made the subject of 3½ years of research directed by a well-known University. Not only were the benefits to gums confirmed, but tooth decay was lessened more than half.

Dentists in all parts of the United States made use of this newer knowledge. Eighteen hundred have only recently reported their results.

Nine out of ten advise FRESH orange juice daily as an aid to dental health.

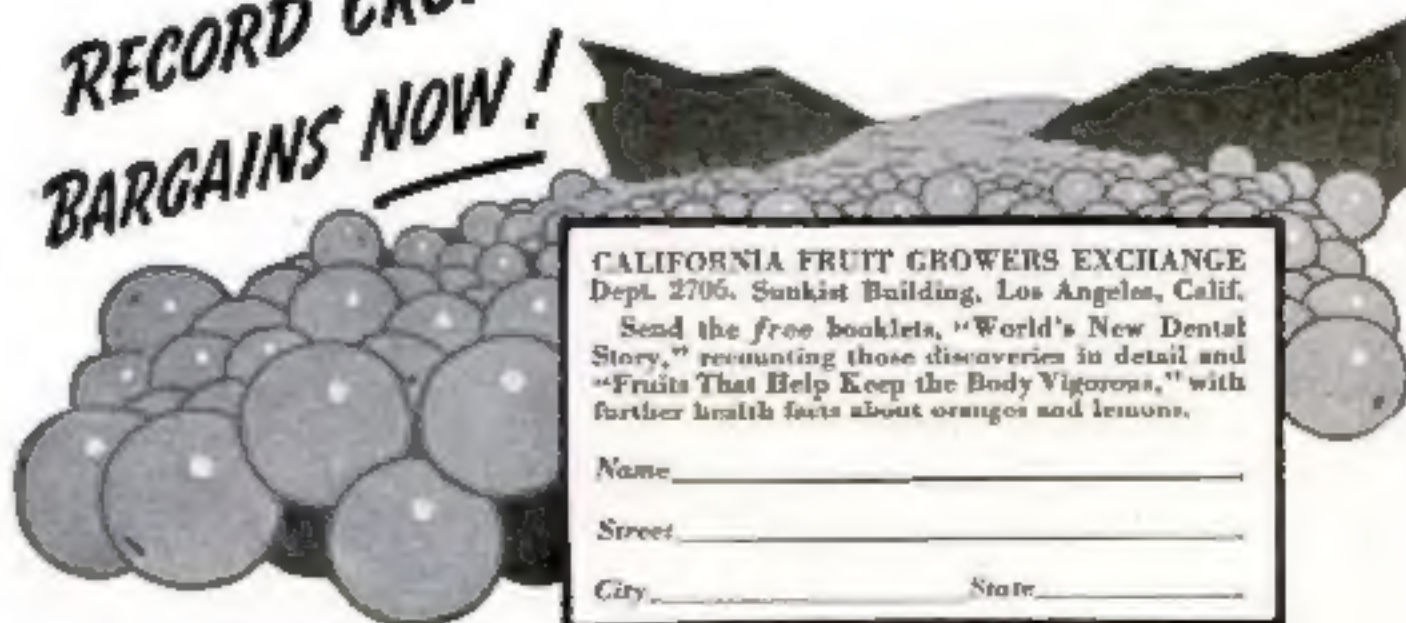
Start this health habit now—two glasses of fresh orange juice daily for every member of your family. Copy, 1936, California Fruit Growers Exchange

PRIZE BOX OF ORANGES DAILY

Listen in on Station Nearest You: WOR, Newark—6:45-7:15 a.m.; WEEI, Boston; WGN, Chicago; KSTP, Minneapolis; WREC, Memphis; KIRO, Seattle—7:08-7:30 a.m.; CFAC, Calgary; WCAU, Philadelphia; KWK, St. Louis—7:15-7:45 a.m.; WKBW, Buffalo; CKLW, Detroit; KCKO, Fort Worth; KOIL, Omaha; KMBC, Kansas City; WCAE, Pittsburgh; KOIN, Portland; CFRB, Toronto—7:30-8:00 a.m.; CKWX, Vancouver—8:00-8:30 a.m.

Sunkist Valencia Oranges

RECORD CROP
BARGAINS NOW!



CALIFORNIA FRUIT GROWERS EXCHANGE
Dept. 2706, Sunkist Building, Los Angeles, Calif.

Send the free booklet, "World's New Dental Story," recounting those discoveries in detail and "Fruits That Help Keep the Body Vigorous," with further health facts about oranges and lemons.

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City _____ State _____



THE BLOOMER GIRL LEARNS GRACE AND POISE IN A FOLK-DANCING CLASS

SPEAKING OF PICTURES...

*...THESE ARE HIGH-
SCHOOL GIRLS IN 1913*

This issue of *LIFE* is devoted largely to a study in pictures of the young people of America—aged 16 to 24. To them the photographs on these pages will be wholly unfamiliar because they were taken before today's youth was even born. But grownups will remember these scenes and their own days in high school 23 or more years ago.

The setting is New York's Washington Irving High School and the time 1913. Principal of the school then was an aggressive, red-bearded educator named William McAndrew, who was later to become nationally famous for his tilts in Chicago with Mayor "Big Bill" Thompson. Mr. McAndrew was already famous in New York for having made Washington Irving the biggest high school in the country (7,025 girls) and for having introduced into its curriculum some strange new courses. His girls could learn Latin and algebra and civics. They could also learn bookbinding, sewing, cooking and the care of babies. And they could even learn such delightful things as art appreciation and tea-party manners. More commonplace now, such subjects were novel and fascinating in the days of the bloomer and middy blouse.

Critics in those days were not as pleased as the students. They thought it improper that one school should teach such unrelated subjects as mathematics and millinery. In derision they fastened on Washington Irving school the nickname, "Washing and Ironing School."



THE ART-APPRECIATION CLASS STUDIES IN THE SCHOOL'S OWN COLLECTION. THIS GROUP IS APPRECIATING THE PAINTING OF A LONELY INDIAN



BOOKBINDING WAS A POPULAR AND USEFUL COURSE



THE COURSE IN DRAMATICS TAUGHT CURTSYING



THE COURSE IN "HOW TO SERVE TEA" WAS CONSIDERED PRACTICAL. REAL TEA AND CAKES WERE USED

Let this Test lead you to more Pipe-Pleasure!



- 1** If you think you enjoy tobacco flavor chiefly through your sense of *taste*... make this simple test. While you're smoking, pinch your nostrils shut. Note that your tobacco smoke tastes flat... *flavorless*.



- 2** Now let go. The flavor returns at once, proving you enjoy tobacco flavor chiefly through your sense of *smell*. That's why HALF & HALF's distinctive *aroma*, added to its finer *taste*, gives you richer, fuller tobacco flavor. This exclusive quality is called FLAVOROMA.

Why you get FLAVOROMA only from Half & Half

As the test shows, you enjoy tobacco flavor only *partly* through your sense of taste, largely through your sense of smell.

Knowing this, we set out to blend a tobacco appealing partly to your tongue, but especially to the keen nerves at the back of your nose.

In HALF & HALF, we finally got a blend that does just that. A blend with a very special quality which we call FLAVOROMA... a perfect combination of AROMA and TASTE that produces finer tobacco flavor.

It is this exclusive quality of FLAVOROMA in Half & Half that gives you more pipe-smoking pleasure than you've ever known.

Try HALF & HALF yourself. Learn why FLAVOROMA is switching so many pipe-smokers to this tobacco every day.

Copyright 1938, The American Tobacco Company



The Telescope Tin gets smaller and smaller as you use it, makes tobacco easy to get at all the way down. No scraped fingers as you reach down for the last load.

(Patent No. 1,770,920.)

Enjoy the FLAVOROMA of
HALF AND HALF
FOR PIPE OR CIGARETTE

SPEAKING OF PICTURES

(continued)



The students above go back twice as far as those on the previous pages. These six are the class of 1888, Jamestown (Pa.) High School. On April 13 that year they posed for their graduation picture. In front sat Mary Forrest, Flora Davidson and C. F. Ellis; in back stood Harry Laughrey, McLean Dennison, Maude Laughrey. Everyone but Dennison studiously obeyed the photographer's injunction not to look at the camera. On April 16, 1938, the entire class posed for their 50th reunion picture (below). They assumed the same position and attitudes they had taken half a century before. This time they all stared straight at the camera.



AMERICA'S WAY TO COOLNESS



All day through, refresh yourself with America's own cooler—iced tea. There's new vitality in every delicious, frosty glassful.

Iced Tea—a Natural Drink!
Invigorating! Delicious!

Adopt America's own recipe for all-day coolness and pep—iced tea! It's healthful, tasty, thrifty—and so refreshing! Hits the spot for thirst-quenching—lowers body temperature—costs less than 1¢ a glass. For the most flavor and vitalizing benefits, buy good, full-bodied *black tea*!

WE DRINK LOTS OF TASTY ICED TEA. IT'S SO HEALTHFUL, AND EASY ON THE PURSE—LESS THAN 1¢ A GLASS.

NO HOT-WEATHER SLUMP FOR ME! ICED TEA INVIGORATES AS IT COOLS. IT'S A WONDERFUL HOT-WEATHER BRACER.

MY DOCTOR ADVISES ICED TEA. HE SAYS IT'S A NATURAL DRINK—HEALTHFUL, DELICIOUS. BELIEVE ME, ICED TEA IS SWELL!

GOOD TEA COMES FROM
India
Ceylon
Java
Sumatra

These good black teas are especially suited to the American taste. For economy and full enjoyment, buy *quality* tea.

America's own discovery

TEA

**KEEPS
YOU
COOL!**

A mile
S-T-R-E-T-C-H-E-S
 when it's STOP-and-GO

**In low and second, your
 engine makes up to 3 times
 as many revolutions
 as in high—uses 3 times
 as much gasoline**

STOP-AND-GO DRIVING fools your speedometer—while your car is going a mile, your engine may go the equivalent of two.

The number of extra revolutions your engine makes depends on how many times you stop and start—how much of your driving is in low and second gears.

You can't avoid stop-and-go driving, but you can do something about its high cost.

Shell engineers found that getting away from a traffic stop can waste enough "undigested" gasoline to carry you $\frac{1}{3}$ of a mile.

To cut this waste, they rearranged the chemical structure of gasoline. They make every drop of Super-Shell "motor digestible"—every drop usable in stop-and-go driving.

There is a Shell dealer near you. Use Super-Shell regularly and your savings count up.



SUPER-SHELL
SAVES ON STOP AND GO



LIFE'S PICTURES

To photograph the boys & girls at Tommy Rhodes's party (see pp. 68-71) LIFE sent Photographer Wallace W. Kirkland whose knowledge of youth from summer-long camping trips with boys in the Canadian woods, made him well-qualified to record the antics of these youngsters without interrupting their fun. He found them as well-dressed as city high-school youths, but less sophisticated, and lacking the smart-alecky veneer and roughhousing tendencies; much freer with their laughter and notably more democratic, friendly and cooperative. In describing their reactions to "Postoffice" & "Wink" Kirkland said "These boys & girls are permeated with a kind of selfish wholesomeness. They take sex for granted, just like eating."

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

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4-5-REH
7-MAY LAUGHNEY
9-WALLACE KIRKLAND JR.
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14, 15-HANSEL MERTH
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21-HANSEL MERTH-WALLACE KIRKLAND
22-INT. W. W. ACKER, A. F., W. W. PAUL, HENRY W. W.
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28-CLEVELAND NEWS PHOTO BY STAFF PHOTOGRAPHER GLENN EARN
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36-20TH CENTURY-FOX
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55-JEAN ANDERSON etc. etc. H. ANNE CLEVELAND
56-EISENSTADT-PIX
57-KADJER-PIX
58-CARL M. MYDANS, PHOTO BY E. S. FOREST SERVICE
59-PETER STACKPOLE etc. etc. H. REK HARDY JR.
60-BERNARD HOFFMAN etc. etc. H.
61-BERNARD HOFFMAN etc. etc. CHARLES PETERSON
62, 63-GORO from B. S.
64-PETER STACKPOLE-WALLACE KIRKLAND
65-O. MAILLARD EISENSTADT H. S. E.
68, 69, 70, 71-WALLACE KIRKLAND
74, 75-FRANCIS MILLER

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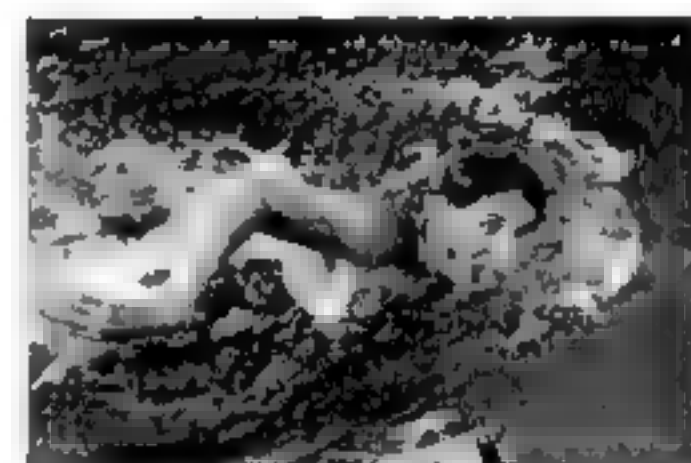
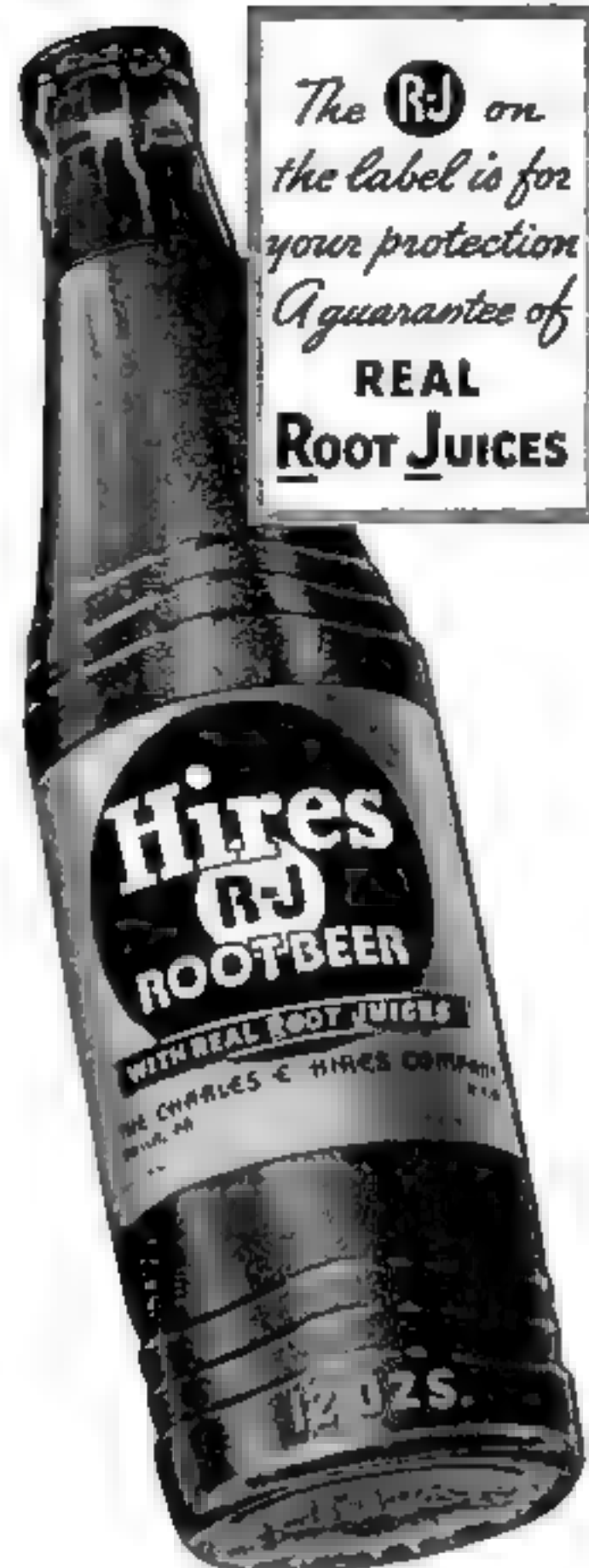
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LIFE'S COVER this week is Betty Fulton of Baltimore, photographed in her home by Alfred Eisenstaedt. Betty is one of six Maryland youths chosen by LIFE's photo-reporters as representative of 20,000,000 youngsters between 16 and 24 throughout the U. S. In 50 pages of this issue LIFE aims to give a comprehensive picture of these millions: their manners, their morals, their habits. Basis for this camera survey is The American Youth Commission's revealing document, *Youth Tell Their Story*, published June 3, and discussed in the lead story.

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That "punch" and vitality in a prize-winning exhibition photograph—you can get it with a Contax. The limitless scope of the Contax gives free rein for new ideas... new subjects from new angles in odd lighting—unposed, candid shots indoors in ordinary artificial light.

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Contax

At leading dealers. Write for Booklet.
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728 So. Hill Street, Los Angeles

WIFE GOES TO A PARTY!



"Off with that apron and out of the kitchen!" This wise little woman knows how to fill successfully the dual role of cook and hostess. For she's planned a brief and perfect little dinner that leaves her as free as a guest! To begin—Heinz Cream of Mushroom Soup. Suave perfection! The fresh, woody flavor of the

mushrooms and the velvety richness of heavy cream emphasized by her own witty garnish of toasted almonds. Then—spring chickens in a casserole with small white onions and baby carrots, a sprightly green salad and miniature tartlets of fresh strawberries with a snowy powdering of sugar. The lady *owns* the crowd!



Party prattle? Not a bit of it. Over the bridge tables, at church suppers, over the back fence—wherever women get together—they're spreading the inside story of Heinz amazing soup success. Only a few years ago the women of America were demanding better soups in tins. They asked for "soups that really taste homemade." They wanted all the good, old family favorites—ready for instant use. And Heinz said "Yes—twenty-three times—yes!"

IN DAYS gone by ladies went to parties in shining landaus and sat on horsehair sofas in the parlor. But the prized recipes they "copied out" for one another were probably not one whit different from any now in use at the House of Heinz. Heinz twenty-three delightful home-style soups are made according to treasured rules of old-fashioned cooks. These soups are carefully, expertly prepared in small batches. Their delicate, subtle flavors are *brewed in*. And while Heinz cooks don't use quaint old-fashioned kettles like the one below, they *do* use the slow, time-honored methods of our grandmothers' day!



"Yes, My Darling Son—there's real honest-to-goodness cream in Heinz Cream of Tomato Soup." Here you see the youngest set imbibing social graces along with this luscious and nourishing brew. It's seasoned not too much, not too little, but *just right* before it's poured piping hot into tins. And, as for the tomatoes—they're exceedingly well-brought-up. Their papas and mamas have been known to Heinz for thirty tomato generations.



Let's combine for a Sunday night supper party. The soup of the evening is a Spring Marmite, worthy and speedy version of a French original. It is put together in less than five minutes by heating one tin of Heinz Vegetable Soup along with a tin of Heinz Onion Soup. To serve, place a thick crusty slice of toast in each petite marmite. Pour the rich, savory-smelling potage over the toast and sprinkle with plenty of grated cheese. Voilà!



Home at last as the clock strikes six. A whirl of the can-opener—couple of minutes on the stove and you have as pretty a kettle of soup as you ever tasted (without adding a thing). It's Heinz old-fashioned Vegetable Soup. A whole garden full of blue ribbon vegetables cooked down in good, brown stock of beef. Or when meat is off the menu, there's Heinz new Vegetarian Vegetable Soup—a triumph of vegetable glorification.



"Youth tell their story"

IN 50 PAGES LIFE SHOWS THEIR HOMES, JOBS, FUN, PROBLEMS

Most of the faces in this issue are young. They belong to the 20,000,000 U. S. youths between 16 and 24. They are here because it is LIFE's aim to show how these 20,000,000 Americans on the threshold of maturity live—what they like and dislike, what they think and feel, what they have and want.

Everybody today hears about the Problems of Youth, but few know what they are. In October 1935 the American Youth Commission of the American Council on Education decided to find out. It chose Maryland as an average State: Eastern and Southern, industrial and agricultural, seaboard and inland. It chose 13,528 typical youths from all walks of life to question and 35 trained interviewers to question them. It formed 80 questions to ask about homes, schools, jobs, wages, churches, movies, morals and opinions. Most of the 13,528 answered intelligently, honestly—even gratefully. "We don't usually get asked," some said.

The findings of this survey, one of the most comprehensive ever made, have just been published (June 3) as *Youth Tell Their Story*. Nothing more important was published this year. For out of these somewhat dry pages of facts, tables and statistics arises a sharp and disturbing story. Here, put down scien-

tifically in dollars and cents, percentages and years, is the Problem of Youth.

No matter where they come from, all have much in common. They like movies, dancing, music, reading, "cokes" and sodas at the corner drugstore. They love their homes but prefer cities to towns and country. They want more education than they have and they don't always like what they get. They aim for the professions and rarely attain them. Their morals are no worse than their elders'. They think wages too low (\$12.96 average), hours too long, jobs too hard to get. A third can't find jobs at all. They learn about sex mostly "in the gutter." They do a lot of loafing and would rather do something else. They often feel they're up blind alleys. "In so far as love of one's work is a part of one's enthusiasm for living," the survey concludes, "... about all that can be said for this younger generation is that they are a rather sorry and depressed lot."

Upon reading a preliminary draft, LIFE's editors sent photographers to Maryland to make six typical case histories of U. S. youth. They chose a rich girl, a white-collar boy, a factory boy, a farm boy, a girl with a job and a boy without one. The girl above is the first. Turn page to read her story.



Betty Fulton likes art

Many U. S. youths, if they had the money and the chance, would study one of the arts. Betty Fulton (*see cover*), leaning against the imposing stairway of Baltimore's Maryland Institute, a school of fine and practical arts, has both. She has studied fine arts and costume-designing here for four years. On these steps she has often chatted with her fellow students about her art. In the big mosaic court below she has often seen them dance at lunch-time. Like many wealthy young women today she hopes to make professional use of her talents.

Rich girl

Art, Costume-Designing and Social Life keep her busy and happy

Betty Fulton is 21. Since her father's income, as president of the Southern Phosphate Corp., is around \$25,000 a year, her education has been mainly at private schools in Baltimore. At 14 she began modeling clothes for the Fashion Congress, a society function, later for leading department stores and shops. From 15 on through the sub-deb stage, she attended, "like other girls of my set, the usual winter dances, supper dances, dances at boys' schools in Maryland and Virginia." Later it was proms at Yale, Princeton, Virginia and Annapolis.

At 17 she entered the Maryland Institute to study art. This month she graduates. Some of her work has been exhibited in the Institute's Mt. Royal Avenue building.

Betty rides, plays golf, swims, bowls, reads good contemporary poetry and good literature. She loves the movies, attends the theater, adores the opera. A beautiful and intelligent girl, touched with sensitivity and charm, she takes her art seriously, studies hard at it, is proud of the money she makes from modeling, though she does it mainly for fun. She is not averse to a career for herself.



In this twelve-room house on Somerset Road, Betty Fulton lives. She has a charming room where she spends much

time reading 18th Century plays, Galsworthy, modern poetry. She rides to school in the family Packard.



To the costume-designing class Betty devotes her best creative energies. Here she watches instructor drape figure.



Her father, Chester Alan Fulton, takes 16-mm. movie reels with her in the big, old-fashioned garden behind the house.



Fourteen pairs of shoes line Betty's closet at night. She has 13 dresses, suits and coats, costing from \$20 to \$100.



At this dressing table, Betty, in slacks and blouse, makes up. Here she is removing nail polish from her fingers.



Clothes modeling has been a hobby since she was 14. She wore this \$69.95 white garden-party dress at Hutzler Bros.



At the Preakness Ball, racing event, Betty wears a \$100 pink mousseline evening frock with appliqué butterflies.

CONTINUED ON NEXT PAGE

White-collar boy

He likes swing music, radio and politics

Kenneth Jones is 18. He began drumming at 11. At 15 he bought the drums on the opposite page. They cost \$110, and he paid for them at \$3 a month, earned by selling gelatin to the housewives of Baltimore. Today he is a passionate swing fan. He follows "The Townsman" band religiously around the dance spots of Baltimore.

During the day Kenneth checks insurance policies, now and then sells some. With commissions, he earns \$12-\$13 a week. He likes his parents' house in the suburbs (his father is a commercial photographer), but he would rather they lived in an apartment where there is no lawn to cut. He has a pleasant bedroom, three \$15 suits, a \$63 car just bought and driven by a girl friend until he gets a license. When he grows up—say 26—he wants to get married, have three children and be a radio announcer or a Republican politician. Carefree, jazzy and extremely likeable, Kenneth had to think hard before deciding that what Maryland youth needs most is a liquorless dance hall where they can shag to the hot rhythm of the best swing bands in the country.



Every Sunday Kenneth passes the plate at the Eldershe M E. Church. He has not missed attendance in seven years except when ill. Kenneth neither smokes nor drinks nor wants his wife to do either.



Every weekday morning Kenneth hitchhikes to the city to his insurance job. He never fails to get a free ride.



Striped socks are one of Kenneth's prime hobbies. He does not trust any one else to wash his drawer full of them.



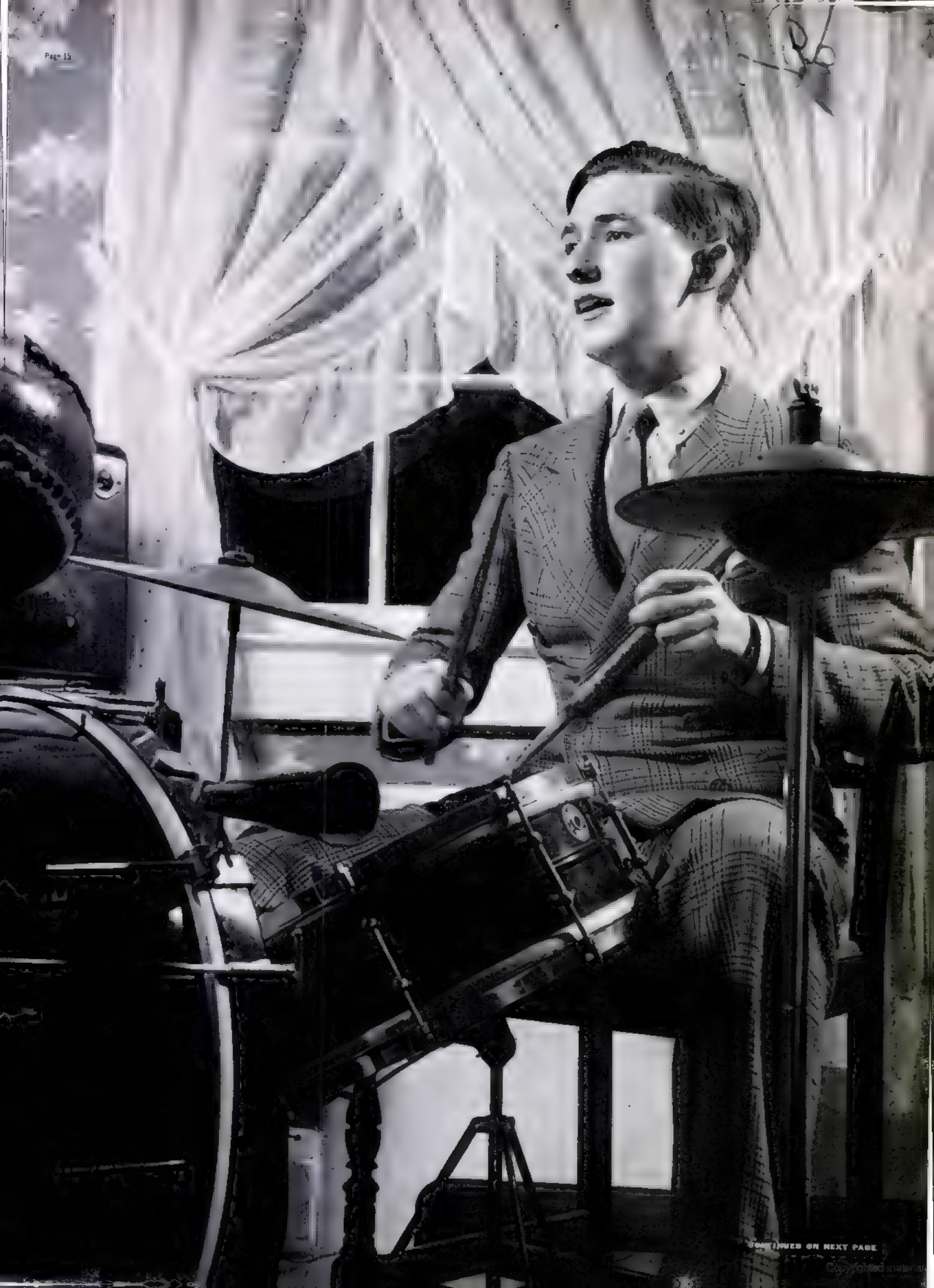
Collecting road maps is another. He likes to lie on the floor and pore over them, studying the layout of cities.



The ice-cream parlor is the universal rendezvous of U. S. youth. Here is Kenneth in Read's drugstore having sodas with his girl friend (right) and his girl friend's girl friend.



Swing records hold a big place in Kenneth's life. His favorite is *Annie Laurie*, recorded by Jimmie Lunceford. Above, while phonograph whirls, he and his girl choose the next.





A good job is what most young Americans want. Joe Meyers has one in the Cumberland Celanese plant. He works on two shifts, 7 a.m. to 3 p.m., and 3 p.m. to 11 p.m. at 50¢ an hour.



Home is a happy place for 19-year-old Joe. The house is owned by his father, keeper of a small grocery store. A good Catholic, Joe has a large picture of Christ on his dresser.

Factory boy

In his spare time he raises pigeons, dances and plays pool at Lefty's

Joe Meyers is 19. After graduating from high school in 1936, he went to work. Successively he was a gasoline-station helper, a clerk in a candy store, an orderly in a hospital, a bus boy in a factory cafeteria, a private nurse in a D. T. ward. Last February he went to work in the big Cumberland, Md., plant of the Celanese Corp. Forty hours each week he stands before a big contraption with rollers inspecting raw fabric. If there are holes, he sews them up. In odd moments he is learning to operate a knitting machine. When he does so, his pay will rise above his current \$20.

Joe lives at home with his six brothers and sisters. Since his

father owns a small grocery store and two other children work, the home is pleasant and comfortable. It has electricity, radio, bath, newspapers and magazines—though Joe's reading is confined mainly to the funnies.

Most of Joe's spare time is spent dancing at the Davis Soda Shoppe or hanging around Lefty Grove's poolroom and bowling alley, where he loafs, gabs, clocks his racing pigeons with the Algonquin Pigeon Club. Otherwise there isn't much in Cumberland, Md., for Joe Meyers to do. But if he could have his own way, he would study mechanical engineering—"something to do with aviation"—and own the two finest racing pigeons in the world.



His pigeon cote is dear to Joe Meyers' heart. His club ships the birds to some city, clocks identification bands on their legs when they come home. Winner gets a \$10 pool.



Pool at Lefty Grove's place is Joe's common pastime. Talk in here runs mainly to baseball and other sports. When he hasn't money to play, Joe comes here to "hang around."



In his gabardine suit, Joe dances with a girl he met at Davis Soda Shoppe. "Ma says I have to be in at 12," says Joe. And he obeys. Weekends he helps his father in the store.

Farm boy

He wants to make the place pay

Tommy Rhodes is 18. He lives on a 206-acre "Eastern Shore" farm worked on shares by his father and four relatives. His chores consist of helping to care for twelve cows, 30 chickens, two mules and a John Deere tractor.

Tommy gets up at 3 a.m. for the milking. At 8 15 a.m. the high-school bus picks him up for Centerville. At 4 p.m. he is back home again, slipping into Sears, Roebuck overalls for evening chores. Here he is hauling manure to the field.

Tommy's girl is the prettiest in the county. He meets her after church on Sunday night (Tommy is Catholic). Usually they drive in Tommy's 1941 Ford to Mitchel's Confectionery in nearby Ridgely village for a "coke." When Tommy graduates this month, he wants to stay on the farm, hopes eventually to make it yield more than it now nets his father. For his cake party, see page 68.





MARGERY'S NEAT ROOM COSTS \$4 A WEEK. HERE SHE LISTENS TO HER RADIO WHILE PRIMING FOR A DANCE PARTY



IN A BLUE-AND-WHITE EVENING GOWN AND SILVER SLIPPERS MARGERY DANCES AT THE SONS OF NORWAY ANNUAL PARTY



MARGERY'S CLOSET HAS TWELVE DRESSES, TWO SUITS, FOUR COATS, EIGHT PAIRS OF SHOES, ALL KEPT IN CAREFUL ORDER



CASHIER MARGERY FREVOLD SPENDS MUCH OF HER DAY AT HER DESK

Girl with job

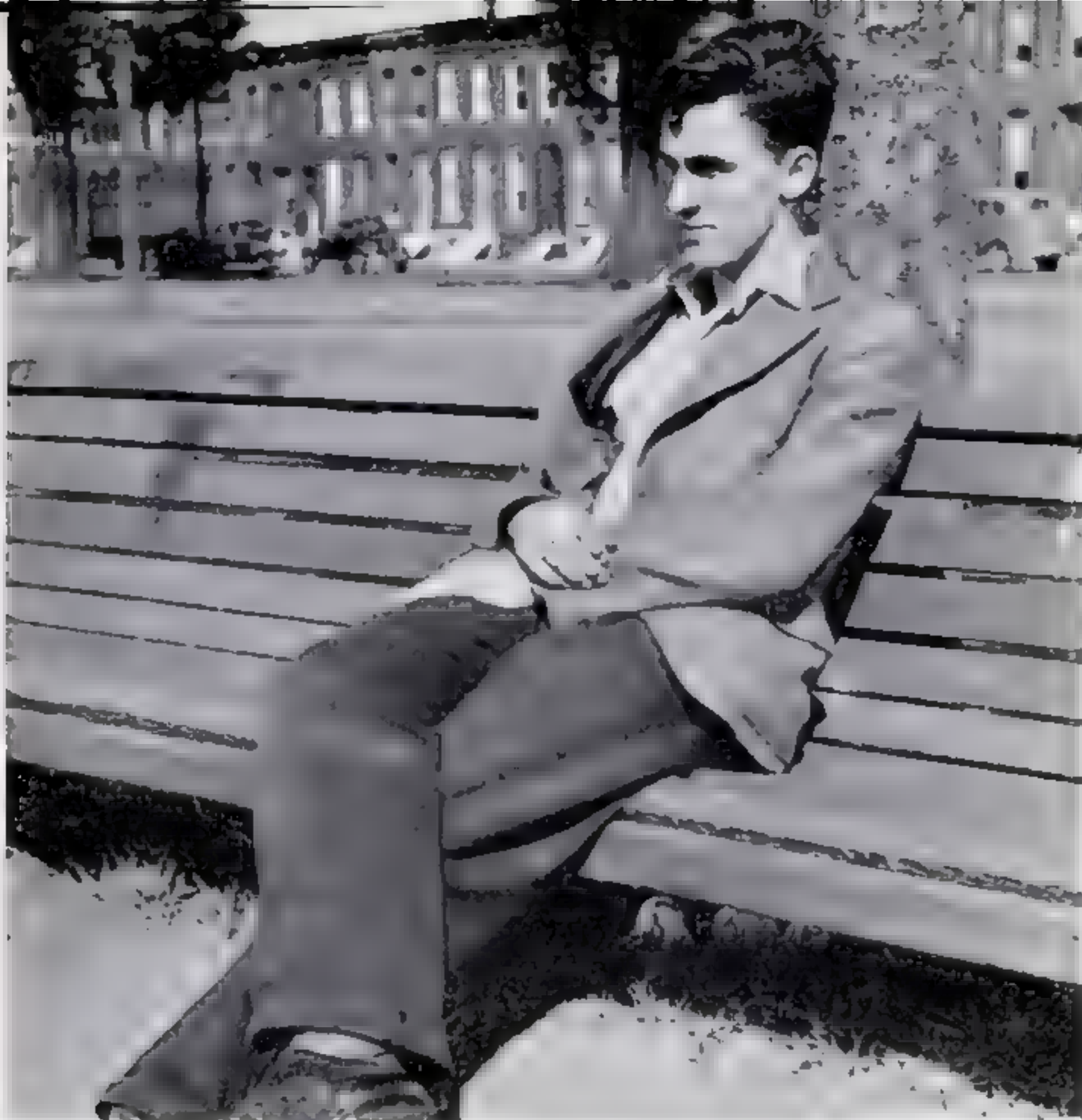
Successful but lonely, she wants to study music

Margery Frevold is 24. As a girl she loved the wooded country of northern Michigan, where she lived on a lake-shore with her Norwegian parents. Later in Akron she loved languages and music, prepared to study them at University of Michigan. But the Depression stopped her, and from high school she went to a commercial school, then to a job as clerk in an insurance company. Last February she was promoted to cashier and transferred to Baltimore. She is the youngest cashier in the company. Highly regarded by her employers, she is on her way to a good career.

But Margery is not altogether happy. Mainly she is lonely. She has her lunch at her desk. She eats her dinner alone. New to Baltimore, she has few friends, goes rarely to a dance. Fond of swimming and outdoor sports, she finds little chance in the city for either on earnings under \$25 a week. She counts on a vacation visit to her Akron home this summer to fill these lacks.

HER PURSE CONTAINS BANKBOOK, LIPSTICK, LUCKIES, SLOT-MACHINE SLUGS





JOBLESS EDDIE MOORE HAS PLENTY OF TIME TO SIT ON A PARK BENCH

Boy without job

Discouraged and poor, he wants work and glasses

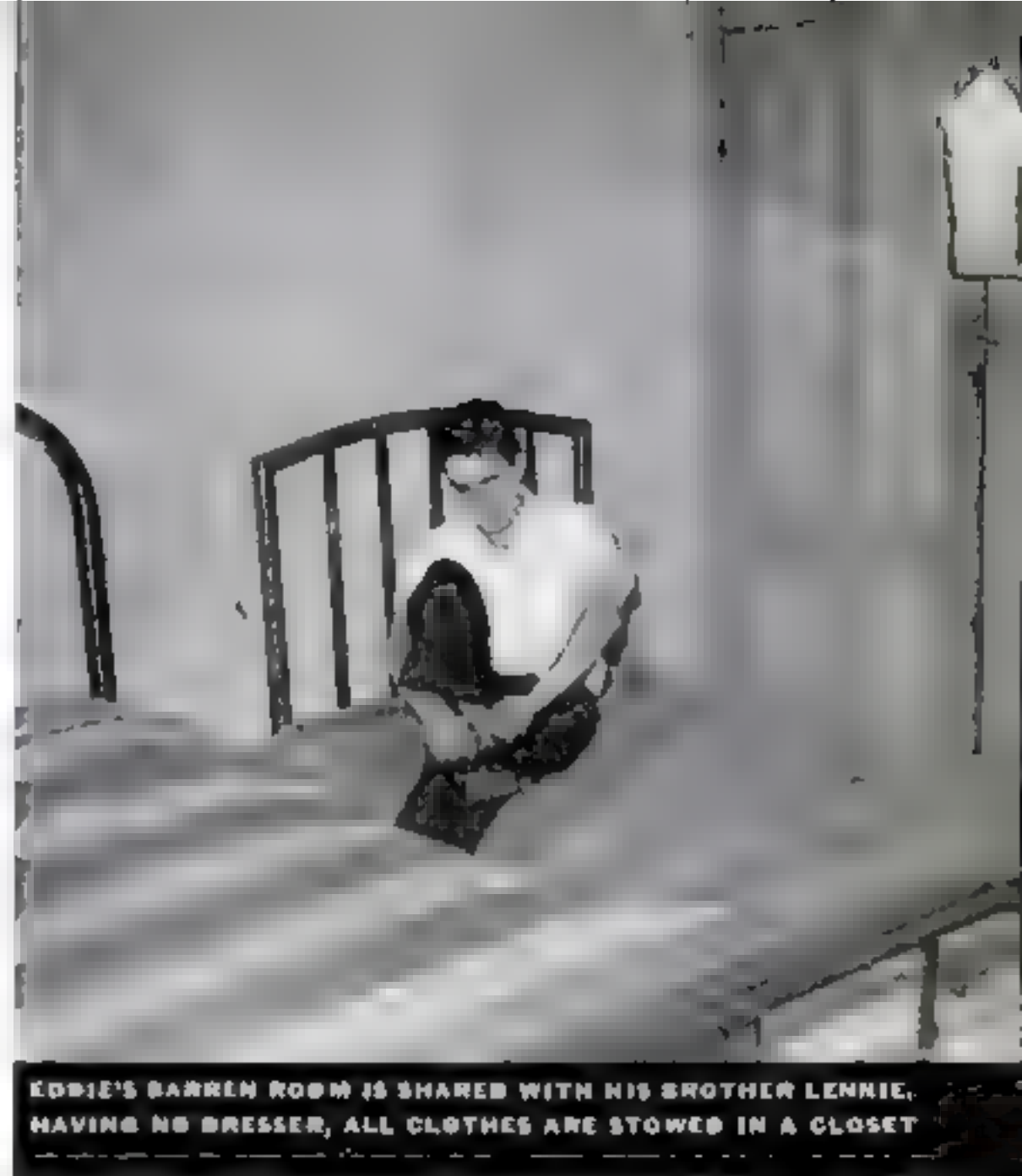
Eddie Moore is 17. A year and a half ago, when his mother grew sick, he left school. Since then he has had three jobs. First he sold papers at \$8 a week. He gave \$6 to his family, struggling to squeeze rent, food, clothes and medicine for eight out of \$30 a week. Last August he got a job as machinist's helper in a toy factory at \$10. When the machinist got sick, Eddie took over the job, at no raise in pay. He still gave \$6 a week to his family, spent a little on a girl who "two-timed" him while he labored on the night shift. That makes Eddie momentarily sour on women.

In October the Depression caught up with Eddie and he went back to papers. By February that failed him. Since then he gets up daily at 6 to hunt in vain for a job. Next to his passionate ambition to get one, Eddie has two desires. He wants \$300 for an operation that would restore his left leg impaired by infantile paralysis, and a new pair of glasses to read with.

HIS POCKET CONTAINS MARBLES, PIPE, SCREW, SLOT-MACHINE SLUGS



SEE NEXT PAGE



EDDIE'S BARREN ROOM IS SHARED WITH HIS BROTHER LENNIE. HAVING NO DRESSER, ALL CLOTHES ARE STOWED IN A CLOSET



IN HIS ODD COAT AND OLD PANTS, EDDIE FREQUENTLY PLAYS SANDLOT BASEBALL WITH GANG HE MEETS IN THE CORNER



EDDIE'S CLOSET HAS ONLY OLD COATS, A SOILED SHIRT, NO EXTRA SHOES. THE BED MUST BE MOVED TO OPEN THE DOOR

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(continued)

PICTOGRAPHS LIKE THESE TELL THE STORY OF YOUTH AT A GLANCE

Scattered through *Youth Tell Their Story* are nearly two score pictographs. (A pictograph is a device whereby statistics are so simplified that they can be grasped at a glance.) Six of the Youth Commission's most vivid ones appear on this page. In these figures of boys with guns, picks, saws, desks and stethoscopes are compressed more than two years of diligent research.

Some pictographs deal with morals of youth, such as those below on drinking and sex. Some deal with opinions of youth, like the one on war. Those that discuss social problems, like relief or

wage-and-hour control, prove youth to be largely New Deal. Another with radios, tubs and autos as symbols reveals that country kids have more cars but fewer radios and baths than city youngsters. Still another shows that youths today want only two children when they marry. (Their fathers' families average four.)

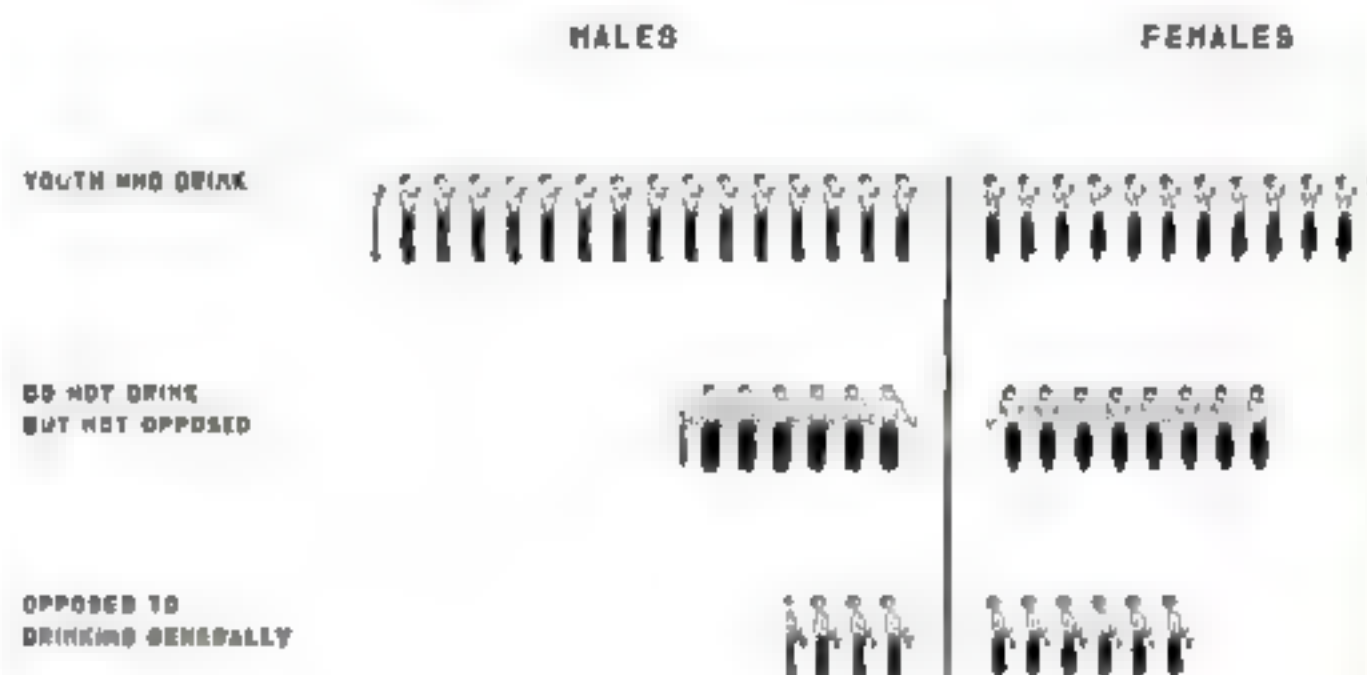
Most disturbing are the graphs relating education to the earning power of youth and the economic level of parents. Here the Commission finds tendencies leading to social and economic stratification out of line with old-style American democracy.

WAR! WHAT YOUTH WOULD DO IF WAR WERE DECLARED



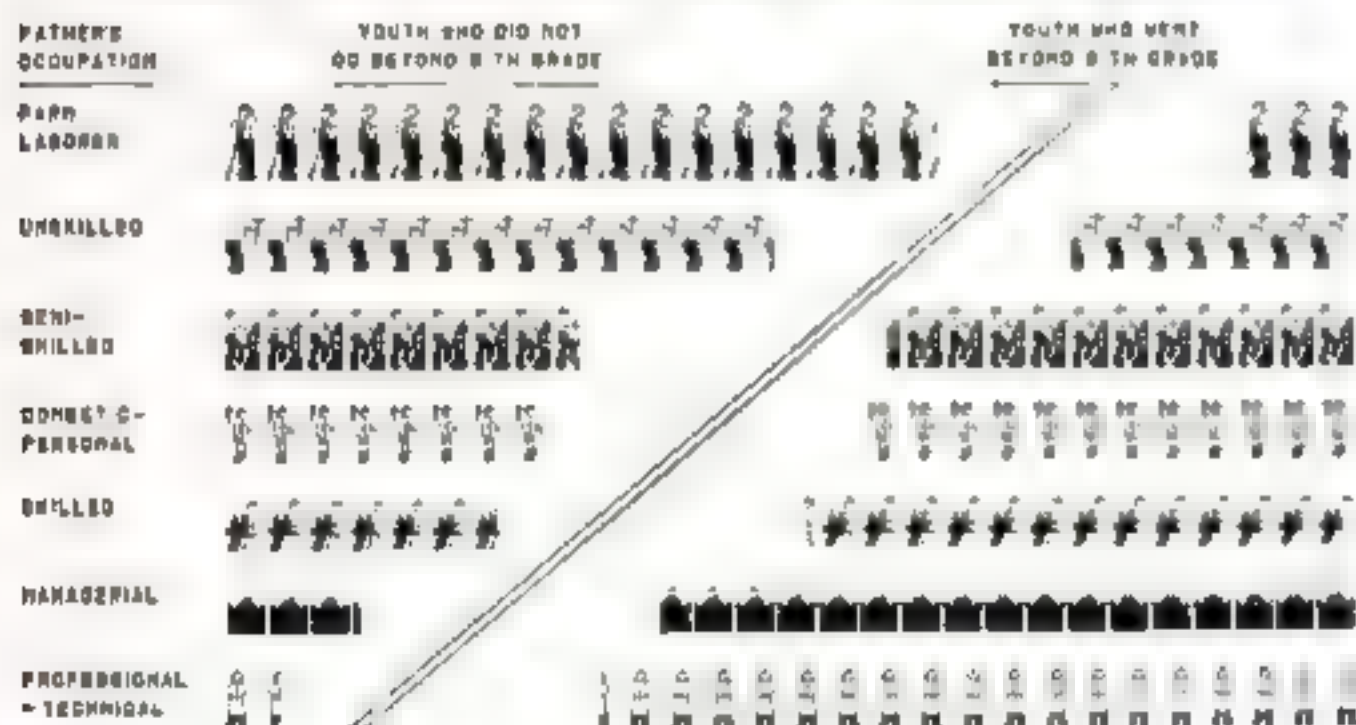
Most youths will fight if war comes. But the majority of them are not too enthusiastic about it. Each soldier stands for 300 youths out of 13,528 interviewed.

WHAT ABOUT DRINKING?



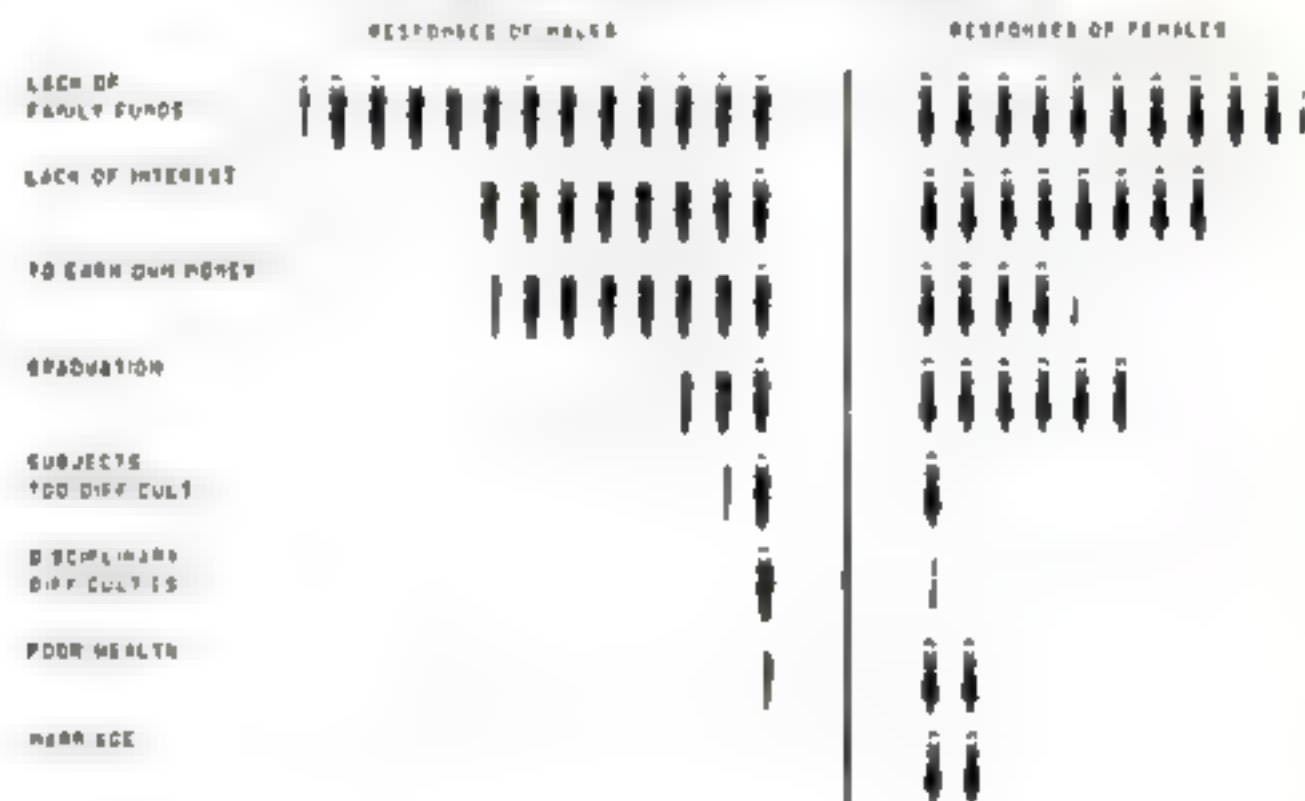
More than half drink alcoholic beverages, as boys and girls with cocktail glasses in hand show. Each complete figure stands for 4% of each sex group questioned.

RELATION OF FATHERS' OCCUPATIONS TO THE AMOUNT OF EDUCATION THEIR CHILDREN RECEIVED



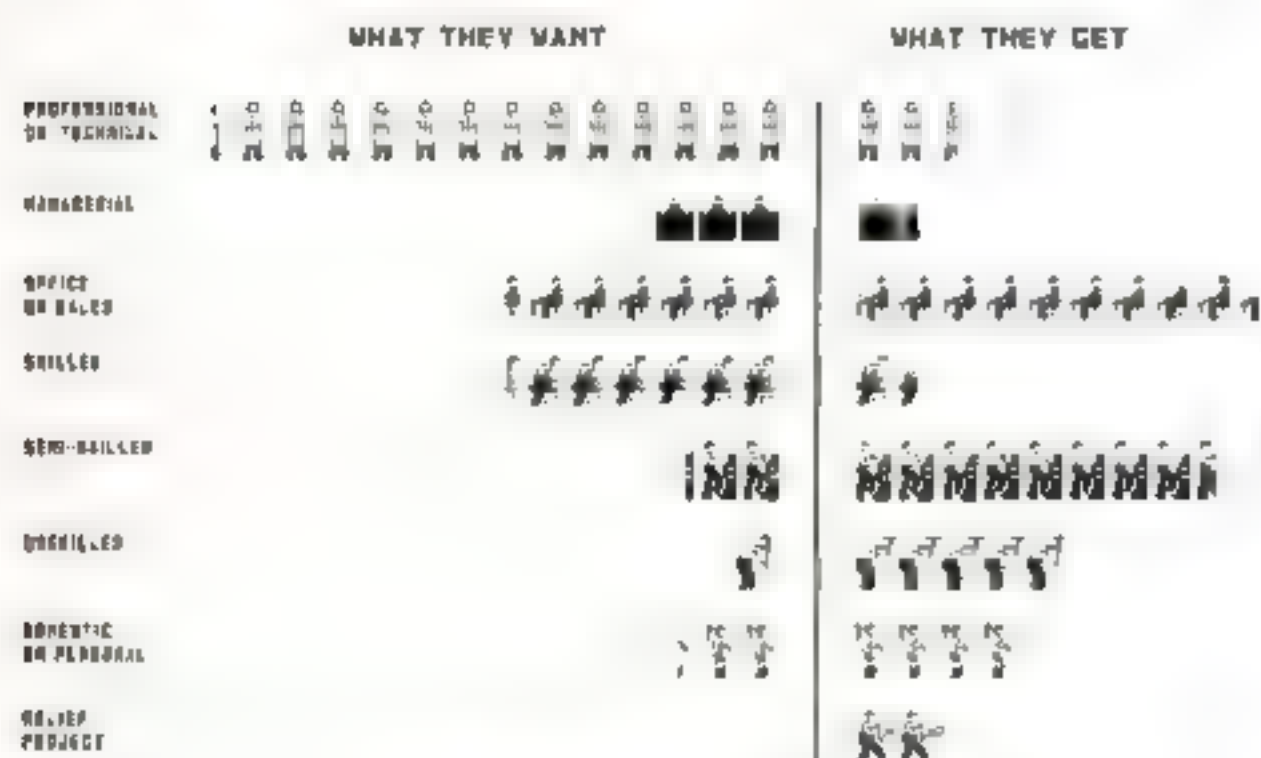
Education beyond the eighth grade is determined largely by the father's income level. A doctor's son is shown to have six times the chances of a farm laborer's son.

WHY DO YOUTH LEAVE SCHOOL?



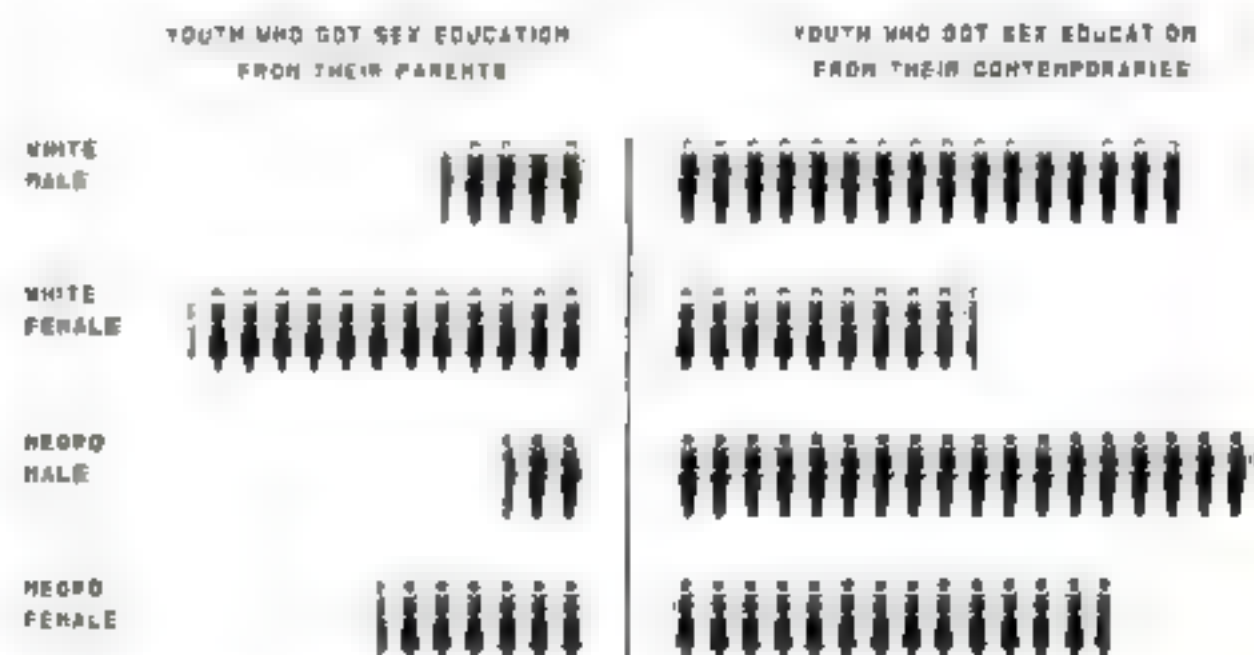
Four out of every ten youths leave school for lack of money. Some two out of ten leave for lack of interest. Most of them want all the education they are able to get.

THE JOBS YOUTH WANT AND THE JOBS THEY GET



Professional jobs are what most youths aspire to, but most of them land in offices, semi-skilled and unskilled jobs. Each figure represents 100 youths interviewed.

THE CHIEF SOURCE OF SEX EDUCATION—HOME OR STREET?



The facts of life are learned by youth mainly on the streets. Only white girls are the exception. The majority think sex should be explained in the classroom.



Youth's favorite pastime is reading the "funnies"

Whether they live in the city or the country, have jobs or go to school, American youth has two common denominators. Both appear again and again in the case histories taken by LIFE's photographers. Both are shown on this page.

The first is reading the funnies. Here is Kenneth Jones, LIFE's typical white-collar boy (page 14) on a Sunday afternoon in his father's home. He is busily devouring the colored comic sections of Baltimore papers. Beside him sits his girl, Virginia Horn. On the floor is his girl's girl friend, Mary Hayes. Visible are two universal comic favorites, *Toonerville Folks* and *Dick Tracy*. The same day LIFE's photographers might have taken similar pictures at the homes of Betty Fulton, Joe Meyers, Tommy Rhodes, Margery Frevold, Eddie Moore.

Youth's favorite hang-out is the corner drugstore

The second great common denominator of U. S. youth is its love for the neighborhood candy shop or drugstore. Here "cokes," pops and sodas are perennial favorites. Those with more money go in for sundaes adorned with marshmallow and chocolate, whipped cream and nuts, crushed fruits and maraschino cherries.

The hang-out in this picture is Mitchell's Confectionery shop at Ridgely, Md. Here, gathered after church on a Sunday night, are the friends of Tommy Rhodes, LIFE's typical farm boy (page 17). At his right sits Esther Skinner, his girl, winner of the county beauty contest.

The Youth Commission deplores some youth hang-outs, and urges society to provide them with more wholesome and less expensive recreational centers.



LIFE ON THE NEWSFRONTS OF THE WORLD

WPA boss enters Iowa politics, PWA boss gets married, Tammany boss gets indicted

LIFE's newspaper-of-the-week (opposite page) was awarded its place because a dead-earnest duel between two celebrities is a rare event in these times, and a good photograph of such a duel is a unique prize. But LIFE also considers these elderly antics peculiarly appropriate to its Youth Issue. The duel-



ROOSEVELT

ists, who met on a suburban Paris lawn May 20, are Playwright Edouard Bourdet, director of the *Comédie-Française* (left), and Playwright Henry Bernstein (right). More pictures of this deplorable but exciting affair follow.

Taxes & Trusts. Businessmen perked up when Congress passed the 1938 Tax Bill toning down the two taxes—on undistributed profits and capital gains—which they hate worst. Businessmen gloomed for the future when President Roosevelt got up on May 27 to deliver a high-school commencement address at Mrs. Roosevelt's pet Resettlement project, Arthurdale, W. Va. (see p. 26). Because he disapproved of these modifications but did not wish to kill the whole measure, the President announced that he would neither sign nor veto the bill but instead would take, for the first time in his Presidential career, the third course open to him—let the bill become law without his signature. . . . Further evidence that the Depression has not scared the President out of his determination to regulate Business for his



SLOAN



CHRYSLER

idea of the common good appeared in South Bend, Ind., on May 27 when the Department of Justice obtained indictments in a great new antitrust case. Charged with conspiring to monopolize the financing of automobile installment-buying were General Motors, Ford, Chrysler, their affiliated finance companies and 59 officials, including G. M.'s Alfred P. Sloan Jr. and William S. Knudsen, Ford's Edsel Ford, Chrysler's Walter P. Chrysler.

Political Purge. A statement by WPA Administrator Hopkins boosted the issue of spending & politics to top place in the headlines of the week. Senator Guy M. Gillette of Iowa is a Democrat who opposed the President on the Supreme Court-packing bill. But because of his heresy, the New Deal is backing an attempt by Representative Otha D. Wearin to defeat Senator Gillette for renomination

in the Iowa primaries June 6. On May 25 Administrator Hopkins, who on May 8 threatened by radio to fire any WPA official who attempted to influence his workers' votes, gave Iowa WPAers a cue by announcing: "If I could vote in Iowa, I would vote for Mr. Wearin. . . ." In the Senate, where New Dealers were fighting to give President Roosevelt absolute control over the \$3,450,000,000 in the pending spending-lending bill, the Hopkins statement fired their opponents to fresh fury. More fuel came from Kentucky, where Governor A. B. ("Happy") Chandler is contesting the Democratic Senatorial nomination with President Roosevelt's faithful Senate Majority Leader, Alben W. Barkley. On May 23 Governor Chandler's campaign manager sent President Roosevelt a long list of charges adding up to the assertion that "every Federal relief agency in Kentucky is frankly and brazenly operating upon a political basis" for Senator Barkley's renomination. Reported to be members of a New Deal high command which has set out in this year's primaries to "purge" Democrats less than 100% loyal to the President were Brain-Truster Thomas Corcoran, Son James Roosevelt and the Spenders-in-Chief, Administrator Hopkins and Secretary & PWA Administrator Ickes. . . . Mr. Ickes, 64 and three years a widower, made news of another kind last week when he slipped off to Ireland and took a 25-year-old bride, Jane Dahlman, in Dublin. The new mistress of the Secretary's commodious Headwaters Farm (LIFE, April 25) is a niece of U. S. Minister to Eire, John Cudahy, sister of the widow of her husband's late adopted son Wilmarth.

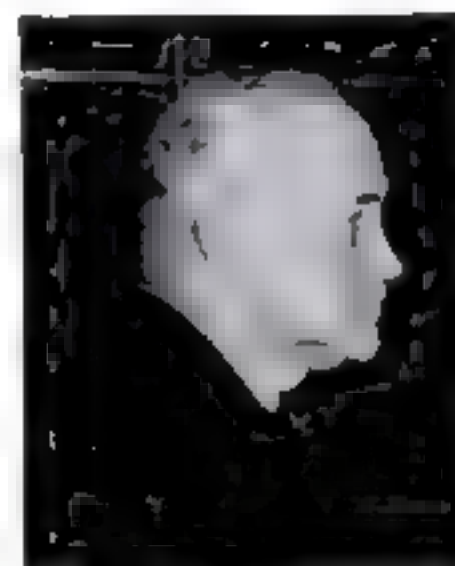


CHANDLER

Tammany Numbers. When Thomas E. Dewey launched his great crusade to wipe out New York City's rackets, he knew and said that there was no use trifling with the small fry. He was out to get the bosses, the higher-ups. On May 25, with three years, 147 indictments, 76 convictions and his election as District Attorney behind him (LIFE, Nov. 15), the young racket-buster reached up for his highest prey to date. Having repeatedly charged that Tammany Hall protects organized criminals, Dewey at last got down to cases, indicted one of Tammany's most powerful leaders, James J. ("Jimmy") Hines. The charge: Hines belonged to the "Dutch Schultz"



ICKES & BRIDE



mob

mob which ran New York's "numbers" racket, used his vast political influence to keep mob & racket immune from the Law. One of the most profitable of New York rackets, the "numbers game" is a daily lottery in which the small bets of small folk add up to an estimated take of \$50,000,000 per year.

World's Two Wars. In Spain, where Rebel bombers killed 400 and wounded 1,000 in Alicante on May 25, some of Franco's Falangist followers staged a brief revolt to demonstrate their hatred of his Italian allies. On May 26 Rebels blunderingly bombed the French border town of Cerbère. Loyalists, fresh-stocked with arms from France and Russia, counter-attacked vigorously to regain Barcelona's lost power plants at Tremp. . . . Meantime in London peace-yearning Prime Minister Chamberlain again tried to quarantine the Spanish war by proposing a nose-count and withdrawal of foreign troops. France, Germany and Italy agreed, but Russia balked. . . . In Japan, where tax returns last week showed a tremendous drop in exports, a squad of military replacements joined Premier Konoye on May 26 to form a "Quick Victory Cabinet." Of the new General-Ministers, all experts on a possible war with Russia, most moderate is the new Foreign Minister, General Katushige Ugaki, who is reportedly being groomed to succeed Prince Konoye as Premier. The new cabinet promptly moved to make good its name by pouring imposing masses of troops into China. But fresh troops mean fresh burdens on Japan's sprawling lines of communication. With roads clogged by Japanese tanks and trucks as before the defeat at Taierhchwang, Chinese claimed a smashing victory at strategic Laufeng on May 28.



UGAKI

Two revolts which looked promising the week before sputtered talkily through last week but failed to explode. In Czechoslovakia, the yeast went out of uprising Sudeten Germans when a combination of British and French diplomatic pressure plus a spunky show of Czech arms made tough-talking Adolf Hitler quiet down (see page 26). The municipal elections, forecast as a test of Sudeten Nazi strength, favored Germans in German districts, Czechs in Czech districts, solved nothing. . . . Ambitious to make his State of San Luis Potosi the South Carolina of Mexico, rebel General Saturnino Cedillo revolted against the Federal Union on May 20. A week later General Cedillo was reported in full flight through the bush, with Federal troops hot on his heels.



TWO FRENCH DRAMATISTS FIGHT FOR BLOOD AND ART



Probably the angriest celebrities of the year are the two distinguished French playwrights shown dueling with épées on these pages. The one in the dark shirt is Henry Bernstein, France's Somerset Maugham. The one in the white shirt and Anthony Eden hat is Edouard Bourdet, France's S. M. Behrman, who is now director of the *Comédie-Française*. The trouble started when Bernstein thought Bourdet was snubbing the production of his classic, *Judith*. Once good friends, the two used the newspapers to insult one another in elegant periods. Finally Bernstein provoked Bourdet to challenge, after the *Comédie-Française* board of directors had given their approval.

Bernstein chose épées, a dull-edged, pin-pointed dueling sword, allowing thrusts at any part of the body. The scene of the duel was the Neuilly estate of rich M. Fauchier-Magnan (above). The time was supposed to be dawn of May 20. Both antagonists overslept, so the fight was held at 1 p.m. Bernstein, 32, had fought eight duels before the war. Bourdet, 51, had never before duelled. In the second round Bernstein jabbed Bourdet's arm to the bone and the contestants left the field of honor unreconciled.

As playwrights they are equally matched. Bernstein is an expert in love and jealousy. Bourdet writes drawing-room comedies. As France's richest playwright, Bernstein set a record by having a play on the Paris stage every night for ten years (1904-14). Now he owns his own Paris theater.

First round. Referee-Novelist Jean-Joseph Renauld (derby and umbrella), flanked by doctors, starts the

duel. "allez, Messieurs!" Bourdet (white shirt) attacks with clumsy fury, striking for the body of Bernstein.

Bourdet twice slipped on the grass, Bernstein stepping back. Above, Bourdet is backed against the garden

wall. Below, Bernstein is falling back against the opposite wall. Extreme right, Witness Paul Morand.



BOURDET GETS HIS ARM WOUND DRESSED



Second round. Bernstein (left) has taken off his hat, awaits the word to go. Bourdlet talks vehemently with Referee Renard and Witness Pierre Benoit. Round lasted two minutes.



Bernstein attacks with spirit, fencing Bourdlet all over the park. He seems to let down his guard and Bourdlet rushes in, lunging unwarily. Bernstein punks him neatly in the arm.



"NO RECONCILIATION" IS WRITTEN IN EVERY LINE OF BERNSTEIN (LEFT) WHILE BOURDET, HIS HONOR UNSATISFIED, STALKS OFF THE FIELD

FIRST LADY SQUARE-DANCES AS PRESIDENT TALKS TAXES

Thirteen students were graduated on May 27 from the senior class of the Arthurdale, W. Va., High School. Every commencement exercise has to have its Principal Speaker, and because Arthurdale is one of Mrs. Roosevelt's favorite resettlement projects, its 13 graduating seniors got an address by the President of the U. S. He spoke to them, and to radio listeners, on the new tax bill, sharply criticized its capital-gains tax provision, announced he would let the bill become law without his signature.

Mrs. Roosevelt handed the graduates their diplomas, each of which she had signed. The ceremonies, however, were far less exciting for Arthurdale's students than the senior prom the night before, which the First Lady enlivened by energetically joining in square dances with a succession of grinning young partners.



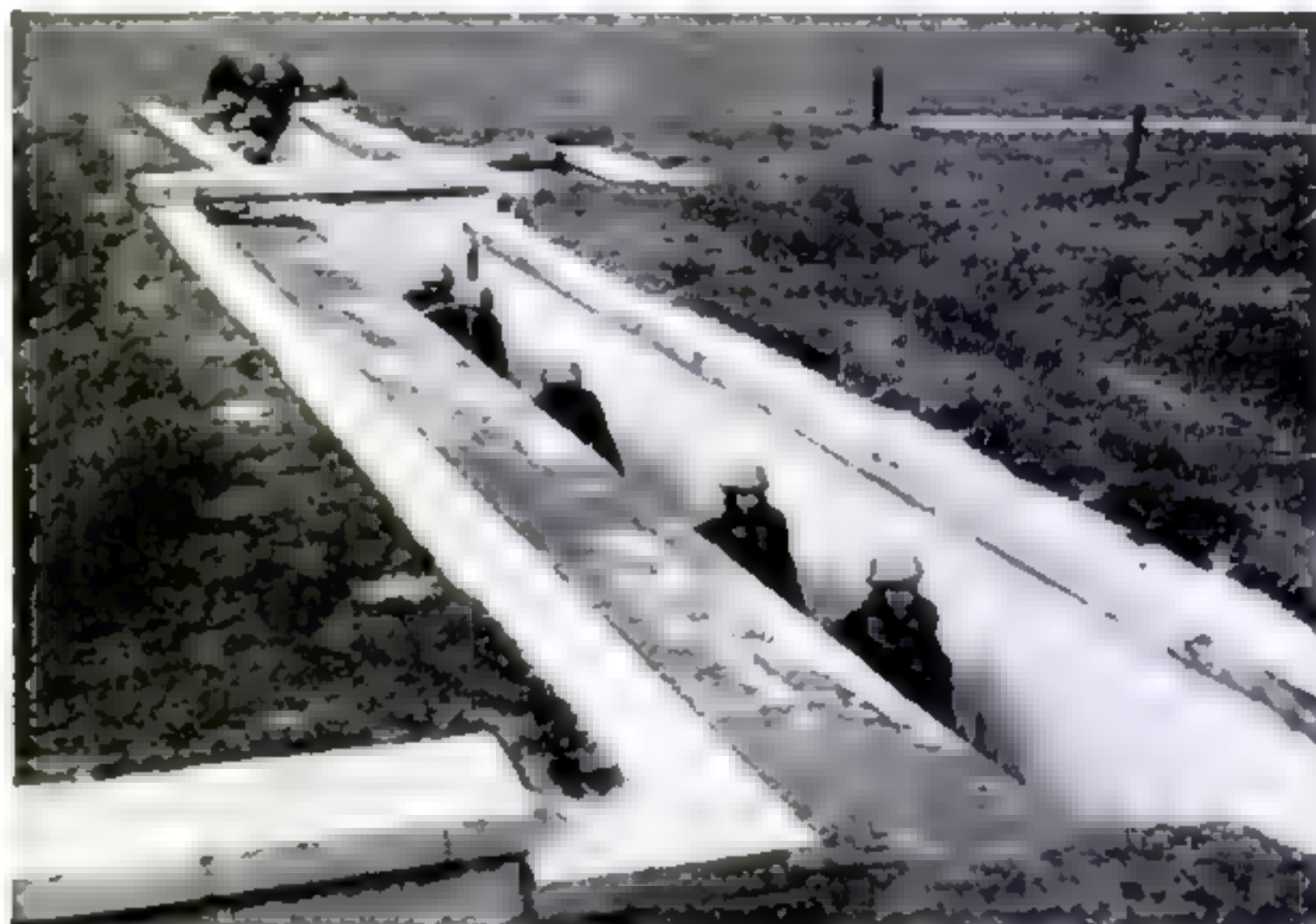
MRS. ROOSEVELT SWINGS HER PARTNER



SOME FAST AND FANCY STEPS



CZECH NAZI HENLEIN ARRIVES IN LONDON TO PLACATE THE BRITISH



CZECH SOLDIERS FILL CONCRETE TRENCHES AT GERMAN FRONTIER SPEARHEAD

4,000 BATTLE IN AKRON OUTSIDE GOODYEAR PLANT

Late on May 26 the United Rubber Workers called a strike at the Goodyear Tire & Rubber Co.'s huge Akron plant No. 1. Reason: its officers had "got nowhere" in negotiating with the company on such points as layoffs and speed-ups. By midnight pickets had formed a two-deep chain outside the gates. Suddenly a police lieutenant shouted to the gates' guards: "Clean 'em out!" Tear-gas bombs were hurled, clubs wielded. In the fighting 80 were injured.

Next day Akron labor leaders threatened a city-wide strike unless rights of picketing were restored. In the face of this threat an NLRB leader hastily arranged a three-day truce pending negotiations.



CLUBS AND FISTS SWING IN DARKNESS OUTSIDE PLANT



A WOUNDED STRIKER IS HELPED TO SAFETY



THE FIRST LADY DUCKS IN "VIRGINIA REEL"



THE PRESIDENT CHATS WITH THE WIFE OF ARTHURDALE'S HIGH-SCHOOL PRINCIPAL E. G. NINE



THIS CZECH DUGOUT IS CLOSEST TO GERMANY'S VITALS



CZECH MINISTER MASARYK

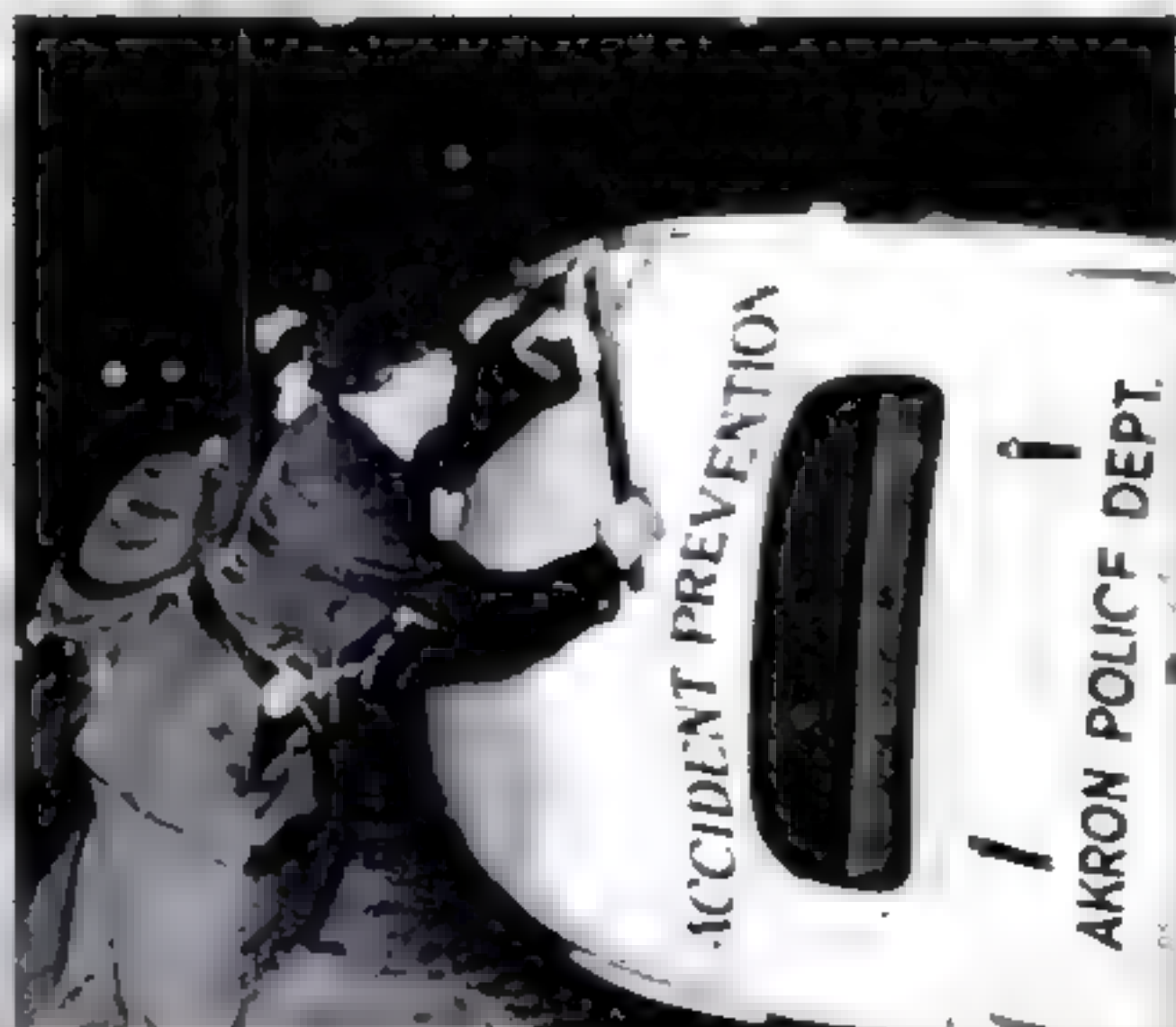
THE CZECHOSLOVAK CRISIS TURNS INTO WAR OF WORDS

On May 12 the leader of Czechoslovakia's German minority, Konrad Henlein, went to London (*extreme left*) at the suggestion of two British Tories, Baron Mount Temple and Colonel M. G. Christie, to sell his story to British liberals. What Henlein would probably like best is not absorption into Germany, but a career as Führer of Bohemia in Czechoslovakia.

On May 22 Germany precipitated a "Czech crisis." Czechoslovakia called its bluff with 400,000 troops. France, England and Russia backed up Czechoslovakia. There is no better intelligence and propaganda system in London than that of the Czech Minister Jan Masaryk (*left*), son of Czechoslovakia's founder. The fortifications shown are designed to hold Germany for a week until England makes up its mind to fight.



POLICE SEARCH MAN IN STRIKE ZONE



A POLICE CAR, OVERTURNED BY RIOTERS, IS REBUILT



AN OFFICER IS WOUNDED BY SHOTGUN SLUGS



TEN DIE IN AIRLINER CRASH IN OHIO

No claim of the aviation industry is more justified than that concerning the efficiency of airplane motors. Planes crash because of the weather, an erring pilot or bad ground conditions, but mechanical factors are rarely

to blame. On May 24 the nation was shocked by the death of ten persons in a United Airliner which crashed and burned at night outside Cleveland (*abore*). Investigation showed a cylinder had broken in one engine.

"WE WANT YOUR CAR TO GIVE ITS BEST — *and so much depends on the gas you use*"



JACK H. HICKMAN, service manager for Hartwell Motors Co., Dodge and Plymouth distributor in Memphis, Tenn., says: "Tune-up adds performance and economy to any car's operation, but its real value can be spoiled by poor gasoline. I believe in setting engines for the best fuel—that's Ethyl!"



PEARCE H. SHANKS, service manager for Leyman Motor Co., Buick dealer in Louisville, Ky., says: "High compression motors require a correspondingly high anti-knock gasoline. From my eighteen years' experience with automobiles, I can truthfully say that Ethyl affords smoother and more efficient motor performance. We recommend to our customers that they use Ethyl. This permits us to tune their motors to give better performance."

So say scores of car service managers all over the country. They tell us that your car's performance depends on the grade of gasoline you use. What do they mean? Just this:

The farther you advance the spark of a modern high compression car, up to the point of maximum efficiency, the more power you get from gasoline.

But the motor "knocks" or "pings" when the spark is set farther ahead than the "anti-knock" quality of the gasoline permits.

Judged by anti-knock quality, there are three grades of gasoline: "low grade," "regular" and gasoline containing "Ethyl."

That is why your car has a device—variously called "distributor adjuster," "Octane Selector," etc.—for setting the spark for each of these three grades of gasoline.

And the performance of your car depends upon the grade of gasoline and spark setting, as shown in the 3-pump panel at the bottom of this page.



JIM POLAND, service manager for Gusweiler Sales and Service, Pontiac dealer in Cincinnati, O., says: "For about ten years I have been sold on the advisability of using Ethyl, not only as a means of getting top performance and dependability but also for better customer satisfaction. The use of Ethyl, we explain to our customers, allows us to 'tune up' a car so that owners will realize better performance and more carefree operation."

YOU HAVE THESE 3 CHOICES



Poor performance with "low grade" gasoline

There is no anti-knock fluid (containing tetraethyl lead) in "low grade" gasoline. Power is lost because the spark must be retarded to prevent "knock" or "ping."



Good performance with "regular" gasoline

Most regular gasoline has in it anti-knock fluid (containing tetraethyl lead). The spark can be considerably advanced for more power without "knock" or "ping."



Best performance with gasoline containing "ETHYL"

Gasoline "with ETHYL" is highest in all-round quality. It has enough anti-knock fluid (containing tetraethyl lead) so that the spark can be fully advanced for maximum power and economy without "knock" or "ping."

ETHYL GASOLINE CORPORATION, manufacturer of anti-knock fluids used by oil companies to improve gasoline



Ever hear the story of the Little Red Hen?

WE don't mean the little red hen of nursery-tale fame. We're thinking now of a modest little hen that lived somewhere in ancient Asia...

For, you see, the peacock's royal lineage traces back to just such a prehistoric hen. His brilliant plumage and proud bearing are the result of countless centuries of cross-breeding. In him are combined all the lordly qualities his ancestors had acquired down

through the ages—qualities that make the gorgeous peacock king among fowl.

And so it is with Four Roses. This superb whiskey owes its greatness to the fact that it, too, is a combination of matchless qualities...

For, while Four Roses is ALL whiskey, it is more than just a single fine straight whiskey. It is a skilful combination of several straight whiskeys—each outstanding for some particular virtue.

That's why, as a connoisseur of fine liquors, you'll find in Four Roses every magnificent whiskey virtue you could possibly ask for—*aroma, body, smoothness, flavor*—four glorious qualities, and every one of them at its peak!

Four Roses

A blend of straight whiskeys
100% straight whiskeys—90 proof
Frankfort Distillers, Inc., Louisville & Baltimore



Month 1938...

PRINCETON BOYS DRESS IN A UNIFORM

Harvard and Yale men like to say that Princeton undergraduates are the prototype for Hollywood's conception of how the well-dressed college boy should look. The fact of the matter is that tailors and haberdashers watch Princeton students closely, admit they are style leaders and, like all leaders in the men's- and women's-wear field, are apt to dress on the flashy side.

On this page are six Princeton juniors in typical campus garb. The contrasting jacket and trousers are practically a Princeton uniform. The average well-dressed undergraduate's wardrobe includes three suits a year, at about \$70 each, 12 shirts at \$3, 18 ties at \$2, 20 pairs of socks at \$2.50, one topcoat, \$65.



In Hugh Wynne's closet are a topcoat, a tuxedo, seven suits of which two are Harris Tweed, two unfinished worsted herringbone.



White shirt (\$3.25), white buck shoes (\$10), foulard tie (\$2.50), wool socks (\$3.50) are standard.



Well-dressed juniors, Godfrey Kauffmann, Albert Butler, with Hugh Wynne, wear light Harris Tweed jackets and dark-gray flannel slacks. Foulard ties are summer favorites.



This fashion plate is Hugh Wynne, Princeton class of 1939, who wears the contrasting herringbone jacket and flannel slacks.



With lowest jacket button open, and wearing no hats, Eben Clarke Hall, George B. Chapman and William B. Stroud look like hundreds of other students on the Princeton campus.

MASS PRODUCTION IN AMERICA'S COLLEGIATE FACTORIES:



FINAL EXAMINATIONS AT THE UNIVERSITY OF CALIFORNIA



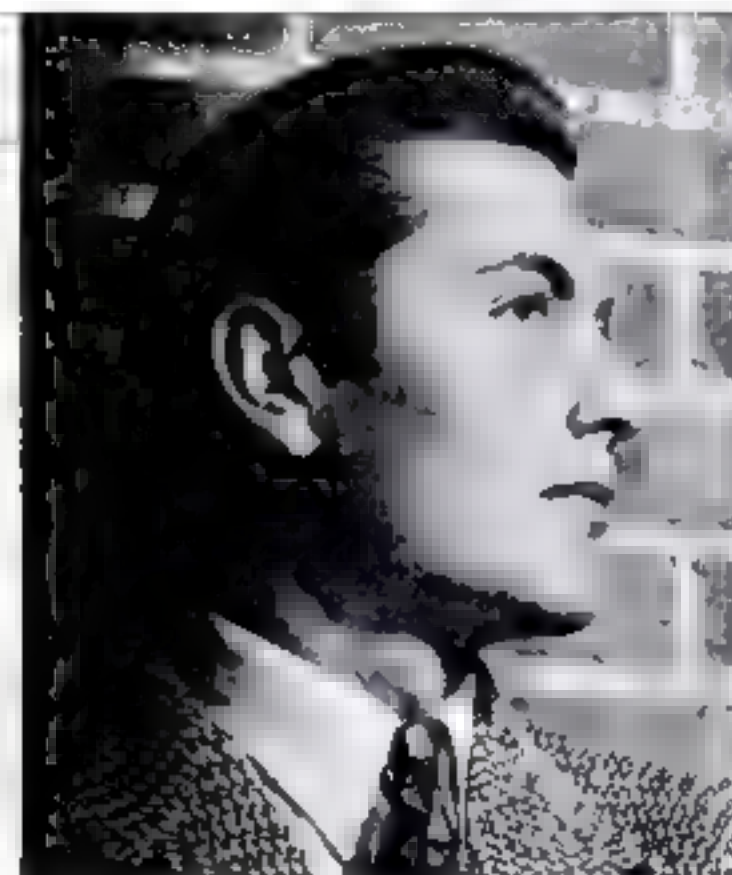
This picture is not as disheartening as it would have been ten years ago. It shows nearly 700 University of California students taking a final examination in the Men's Gymnasium. At behemoth U. of C. (24,354 students), which graduated its biggest class in history (2,577) on May 21, it has been estimated that the time which students spend on final examinations in one ten-day period adds up to 20 solid years of manpower hours.

A decade ago, in most American colleges, that effort could have been chalked off as pretty nearly 100% waste—because final examinations chiefly required students to parrot back facts which their professors had parroted at them. It is still likely that most of America's 1,250,000 college students are wasting their time at higher learning. A University of Minnesota dean found that of 1,438 students who entered that university in 1931, 32% never became successful students. But for those who do have the brains to profit by college education, a hopeful trend is setting in. Students are being encouraged to digest, integrate, apply their learning, i.e. to think. In "comprehensive" final examinations students are asked not to set down the dates of Julius Caesar's birth, victories and death, but to draw an instructive comparison between the Rome of Caesar and the America of Franklin Roosevelt.

THESE ARE HOLLYWOOD'S MOVIE-STRUCK KIDS



Eleanor Counts, 22, from Little Rock, Ark., gets directors' eyes by selling cigarettes in night clubs. She had one job doing the sound of a gorilla's footsteps, and a term in Universal's training school, but is too independent. She dances and recites her own poetry



George Montgomery Letz, 21, the youngest of 16 children of a White Russian émigré, left Conrad, Mont., to come to Hollywood, ended up as a soda jerker (*above, left*). He is 6 ft. 8 in. tall, weighs 210 lb., rides well, is superlatively handsome (*right*). He has had one bit part.



William Lloyd Empson, 24, came from Seattle, is now night janitor (*above, left*) at the Crosby building on the "Strip" between Los Angeles and Beverly Hills. A crooner, he is married, works hard at his career by day, practicing singing and looking for work (*right*).



Jane Bowden Holland, 21, came to Hollywood from Lincoln, Neb., with her dying father. She is convinced of her destiny in the movies but is now one of the Los Angeles Telephone



Exchange's 300 information operators (*above, left*). She has taken courses in singing and modeling, had one make-up test at Warners. She wants to succeed in a dignified way (*right*).

WHO WORK EVERYWHERE BUT IN THE MOVIES

Behind a million charming young American faces is the notion of going to Hollywood and becoming a famous movie star. On these pages are a few of the handsome young Americans who have acted on that notion.

But they are not movie stars. They work in Hollywood, where they have often been seen by directors and actors, in night clubs, hotels, drugstores or bowling alleys. One even works in the Fox commissary where she daily waits on the great of Hollywood. In the flesh, they are as handsome as most movie actresses and actors but lack the services of movie make-up artists, cosmeticians, hairdressers and fashion designers.

These are the little people of Hollywood, full of hope, of disillusion, of vanity and humility. With few exceptions, they are not ravishingly beautiful. The schoolboys and girls of Los Angeles are generally better looking. The girls are thoroughly respectable and even the boys know that in Hollywood you don't often get something for nothing.



Nettie Schneider, 22, of Tell City, Ind., works in the Hollywood Recreation Bowling Alley (left) while waiting for her posed picture (right) to get her work as an extra. She has the same frail, childish innocence now being purveyed in the movies by Janet Gaynor.



Edytho Hughes expected to go far because her elder sister played in a movie with Robert Taylor, married a cameraman. But neither she nor her sister Lois, high-school chum of Arleen



Eleanor Koss, 19, from Cedar Rapids, Iowa, is seen every day by all the 20th Century-Fox executives when they eat in the Fox commissary. She has red hair, beautiful skin, was a waitress in Chicago before coming to Hollywood, is sure she will get a break soon.



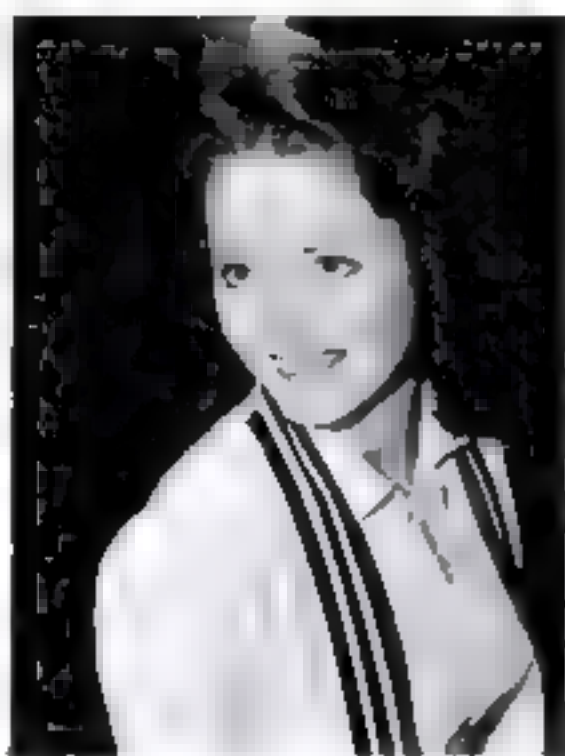
Whelan (see next page), can get started. She is now learning cosmetology (left) at Frank Wiggins Trade School in Los Angeles (LIFE, Dec. 13), sends out her posed picture (right).

CONTINUED ON NEXT PAGE

HOLLYWOOD'S CINDERELLA LEGEND IS KEPT ALIVE BY A FEW MIRACULOUS SUCCESSES



All the unknown boys and girls in Hollywood took heart when they heard about Arleen Whelan. She was an \$18-a-week manicurist (right) in a Los Angeles barbershop a year ago when a 20th Century-Fox director named H. Bruce ("Lucky") Humberstone spotted her. Red-haired, freckled, green-eyed, she passed her screen test, was groomed by the Fox staff, promptly pushed into the female lead in Robert Louis Stevenson's *Kidnapped*.



JUNE, 1938

LISTEN

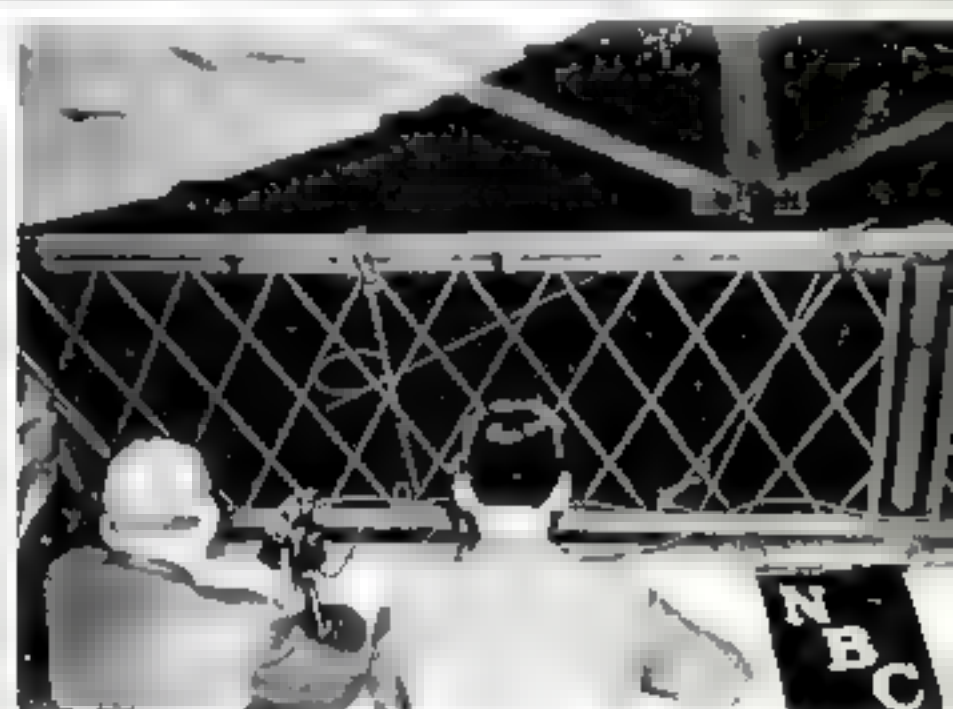


A 4-Page Advertisement of the Radio Corporation of America

No. 11



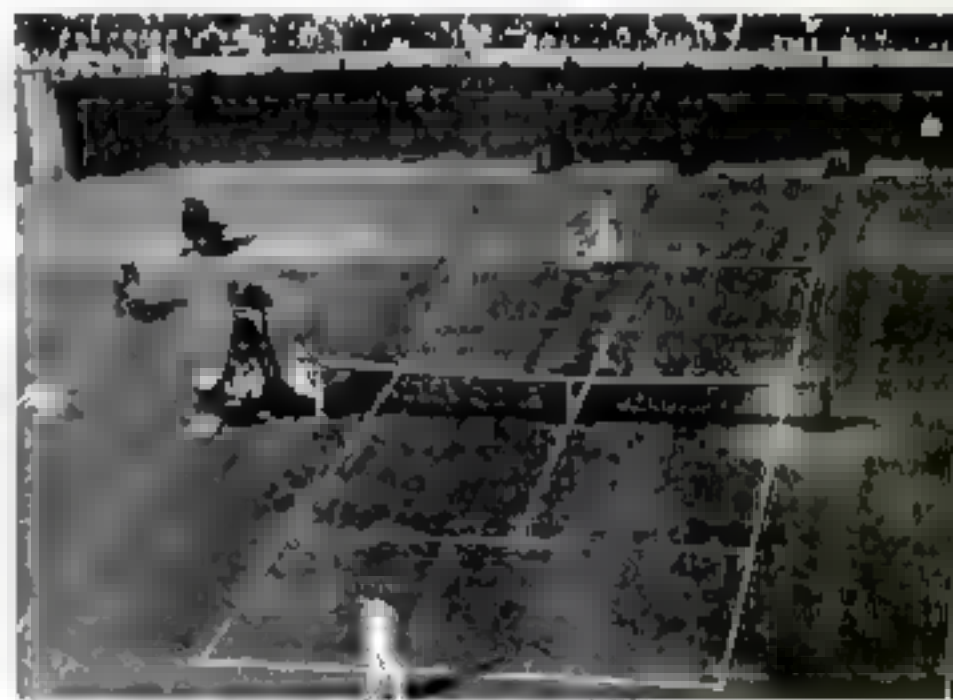
Summertime is sports time. Through the activities of NBC the thrills of sports events are yours every day. Above is famed sports announcer Clem McCarthy telling radio listeners about an exciting moment in a famous horse race. NBC's many able sports commentators bring you on-the-spot accounts of the leading sporting events, summer and winter.



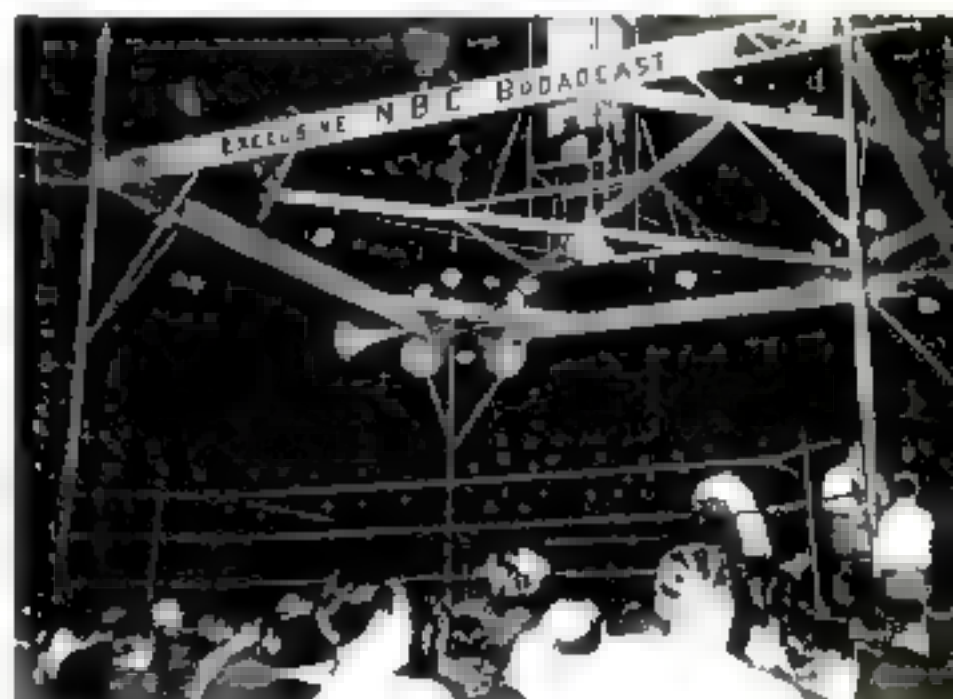
NBC BRINGS YOU BASEBALL!



NBC TELLS YOU ABOUT GOLF!



TENNIS THRILLS VIA NBC!



NBC IS AT THE RINGSIDE—FOR YOU!

THE GOOD NEW SUMMERTIME—RCA STYLE

1938 JUNE 1938

RCA RESEARCH AND NBC PROGRAMS

Change the Listening Habits of the Nation

Many are the victories which RCA research men have scored over the vagaries of nature. Outstanding among these, from the viewpoint of most people, has been the conquest of summer interference with radio enjoyment. Time was, and not long ago, when radio listening was difficult during the summer. Now this has been changed by RCA research.

The problems raised by summer static, and by long hours of sunlight, were first tackled by RCA men before the dawn of broadcasting. Then the search was for means of getting radio messages through in spite of "atmospherics." With the advent of broadcasting the problem became still more pressing. It was attacked from three directions. RCA research was applied to all of the questions involved, both as to methods and apparatus. NBC men went at the job primarily from the angle of sending out radio programs regardless of weather. RCA

Victor engineers found ways to build home receiving sets which would function under adverse conditions. Inspired by the engineering success attained, NBC went further. Its program department adopted a policy of maintaining the highest possible standard of entertainment right through the summer.

The sum total of these RCA activities has banished former bugbears, has made the warm season "the good new summertime." That this has been appreciated by the public would seem self-evident, and is actually proved by studies of listening habits. Such checks have shown that a vast increase in summertime listening has taken place. Indications are that the summer of 1938 will see virtually as many people listening to NBC radio programs as in the winter, and for a good reason—never before has such great radio entertainment been offered to all listeners in summer.



This summer plowing under makes for harmony—Around the base of such a radio broadcast mast as that of NBC's famous WJZ, outside New York, or WRC at Washington, there are buried many miles of wire. This wire is laid chiefly in form of lines radiating from the base of the tower. Although underground, the purpose of these wires is to increase strength of sky wave. To put these ground wires uniformly six inches below the surface is the job of the curious plow which is shown in action in photo at left.



Music wherever she goes—Once radio sets were fragile, had to be handled like eggs. But now RCA Victor's research men in Camden have found ways to make instruments that will stand any reasonable amount of knocking about. So everywhere you see scenes like the above. Riding in the family car, along with other vacation essentials, is the RCA Victor radio. For the beach and camp there is the portable RCA Victrola.

Request programs any time—Particularly suited to summer needs is the Victrola Attachment which converts any modern AC radio into an Electric Phonograph. Impromptu dances, or concerts, are always possible in homes that have this convenient means of playing Victor Records. Newest idea in this direction is the Victor Record Society. All who join it get a Victrola Attachment without extra cost. (See second following page.) Photo at right shows Victrola Attachment, Victor Record Albums and RCA Victor Radio HF1.



Capital's Radiator—Whether it be heated political debate, cold facts or fine music, is all the same to this new 400-foot vertical radiator through which all programs from NBC's Washington station, WRC, go on the air. Radio waves from this newest type of antenna, designed by RCA engineers, go out in spherical shape. Between sunset and sunrise the waves that travel skyward are reflected back to earth from the mysterious Kennelly-Heaviside layer in the stratosphere. These are called sky waves. Proportions of WRC radiator to its wave length create sky waves that provide maximum area of good reception. From experience gained in designing antennas for broadcasting stations, RCA research men have perfected antennas for the home.



THIS IS HOW AN AUTOMOBILE RADIO WORKS

Perhaps like many others, you have wondered why motion of your car does not interfere with your automobile radio. Answer: Radio waves travel at speed of light, about 186,000 miles per second. Car speeds are insignificant in comparison, do not affect reception. Antenna on car picks up wave from broadcasting station just as that of receiving set in your home. Thousands are selecting an auto radio from 5 new RCA Victor models. Important fact. No matter what the age of your car, you can have latest model RCA Victor auto radio, can enjoy entertainment as you drive. Photo at right shows village folks enjoying a summertime sporting event by auto radio.

In daytime auto radio hears ground wave of nearby station. At night, in addition, it picks up stations as much as 1000 miles distant, especially far out in the open country. This distant reception is from the sky wave, that part of the station's wave that is reflected from the stratosphere after dark (see diagram below). Sky waves travel far beyond limits of ground waves. This sky wave reception is practicable only from clear channel stations, which are those having dominant use of their dial position. Most are powered at 50,000 watts.

At outer edge of ground wave area there is a fading band caused by ground and sky waves being "in and out of phase." While traveling through fading area set can be tuned to other clear channel station carrying same network show.



DIAGRAM ABOVE SHOWS HOW GROUND WAVES AND SKY WAVES EACH HAVE AREAS OF GOOD RECEPTION. RCA AND NBC ENGINEERS DESIGN AND OPERATE NBC STATIONS TO PREVENT OVERLAPPING OF THESE WAVES AS FAR AS POSSIBLE.



"Is your radio turned on?"—The young woman at the right is asking this question. In order to check listeners' interest in radio shows thousands of telephone calls are made asking what program is being heard at the moment. You may have received such a call. By pooling the replies it is possible to measure the interest which a given program has for the radio audience. One outstanding fact derived from such checking is that for several years there has been a steady increase in summertime listening.

Dean of American Conductors is beloved Walter Damrosch whose famed Music Appreciation Hour has been an NBC feature for years. Recently Dr. Damrosch conducted the Magic Key Orchestra on RCA's Magic Key program. Well aware of big summertime radio audiences, NBC advocates year 'round programs for sponsors who want year 'round business. RCA follows this advice, keeps the Magic Key on air as a big time show every Sunday at 2 P. M., E. D. S. T. Photo at left shows Dr. Damrosch at NBC studios with mural painting of himself as a background.



Advertisement



RADIO CORPORATION OF AMERICA, Radio City, New York
RCA Manufacturing Co., Inc. • Radiomarine Corp. of America
National Broadcasting Company • RCA Institutes, Inc.
RCA Communications, Inc.

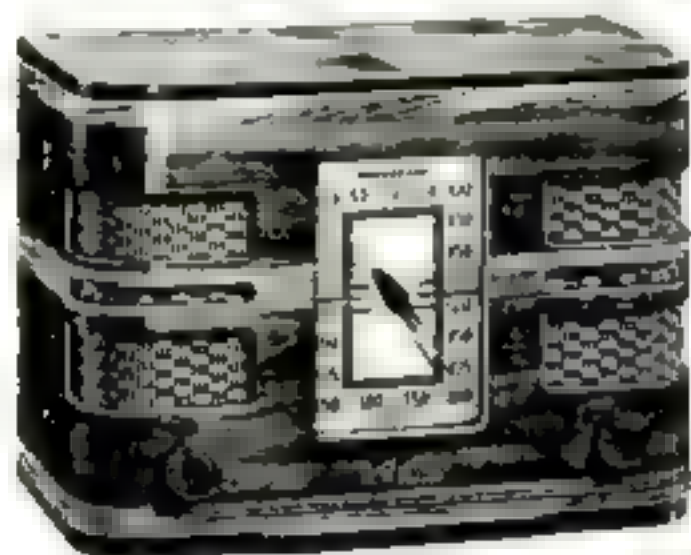
For the Good New Summertime

THESE NEW RCA VICTOR VALUES ARE JUST THE THING!

Splendid new instruments...for your car...for your cabin at the shore or in the mountains...for week-end jaunts—will bring new joy to summer days and nights—at amazingly low cost.

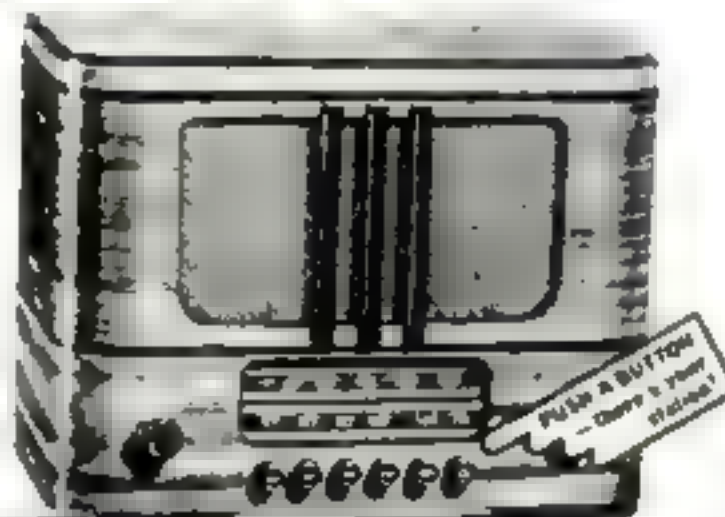
Vacation Trips, Summer Homes—a new personal radio adds new joy to both!

These RCA Victor instruments are ideal for summer homes, vacation trips. All are easily portable, bring you many splendid features at very low cost. Get one now—and get even more fun out of summer.



MODEL 95T1... Here's a real radio value! Has RCA Victor Metal Tubes, clock-type dial, dynamic speaker, plus many other big set features. A fine performer.

MODEL 95T5... It's not only a beauty—but a performance ace as well! Has Electric Tuning for 5 stations. Illuminated, easy-reading, horizontal dial. Magnetics frequency-locking transformers, and many other features. \$24.95*



RCA VICTROLA MODEL Q-11 (Phonograph Only). For the record lover, this portable instrument is ideal. Offers unusually fine reproduction, plays 10" or 12" records. Comes in attractive carrying case. Only \$16.50*



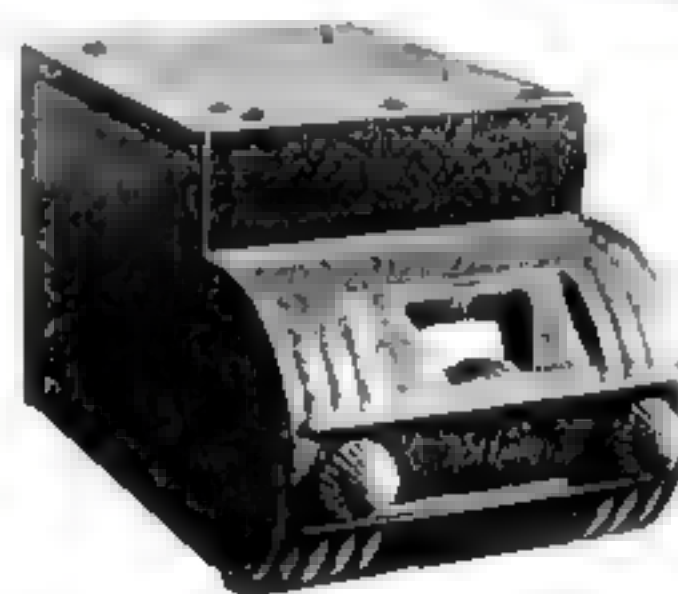
RCA VICTROLA MODEL U-111... If you want both recorded music and radio programs, here's your answer! Radio covers standard broadcast bands and one band of police calls. Phonograph has many new features. . \$39.95*

The zest of the open road...plus the joy of an RCA Victor Auto Radio!

This summer—radio as you ride! Add a new pleasure to the thrill of the open road. The new RCA Victor auto radios are standout values. Get one for your car—today.



MODEL 9M1... As you ride along, just push a button—and there's your station. 5 tubes, superheterodyne circuit, wide tuning range. Excellent volume and tone. For all cars. Only \$24.95*



MODEL 8M... Never in all RCA Victor history has an auto radio been offered at so low a price. Single unit. Superheterodyne circuit. Improved, easy-reading dial. . . \$19.95*

Join the Victor Record Society and get this \$14.95* Victrola Attachment without extra cost



Attaches to any modern AC radio. Plays records through your radio with the full tone of your set. Ask your dealer for full details. (†List price)

For finer radio performance—RCA Victor Radio Tubes.

RCA presents the "Magic Key" every Sunday, 2 to 3 P. M., E. D. S. T., on the NBC Blue Network.

*Prices F.O.B. Camden, New Jersey, subject to change without notice.



RCA Victor

RCA MANUFACTURING CO., INC., CAMDEN, N. J. • A Service of the Radio Corporation of America

SARAH LAWRENCE GIRLS PREPARE TO ENTER A WORLD NOT FOUND IN SCHOOLBOOKS

New York City is their laboratory for economics, the arts and mankind

Commonest charge leveled by educators at traditional university curricula is that year after year sequestered young graduates go forth into the world ignorant of its bleak realities. Their minds may be richly laden with history and theory, but lack weapons useful in a most untheoretical and disagreeably competitive society. Their studies are likely to have given them little or no sense of social responsibility, tolerance and human curiosity.

Aware of the great areas of darkness around the torches of modern education, William van Duser Lawrence left, upon his death, property and plans for the establishment of a college in memory of his wife, Sarah Bates Lawrence. On their estate in the trim village of Bronxville, N. Y., Sarah Lawrence College came into being in the fall of 1928. Now ten years old, it is distinguished for its attractive campus, pretty girls and unusual pedagogic methods.

On this and the following three pages you accompany LIFE Photographer Alfred Eisenstaedt and a group of Sarah Lawrence undergraduates on the most stimulating phase of their course—field work in New York City. Studies in an ivory tower are counterbalanced at Sarah Lawrence by empirical research in



the great laboratory that lies only half an hour by railroad from the Bronxville campus. All week long, trains arriving at Grand Central Terminal discharge brisk groups such as that shown at left. Among them are students of finance, headed for the Stock Exchange; students of creative writing out to study personality types; students of housing bound for slum districts; students of home-making off to some textile factory. Among them too are many aristocratic young ladies who might otherwise never lay eyes on the unlovely avenues of lower Manhattan.

In the picture below you see three Sarah Lawrence students in a workshop of Professor Robert Menzies' psychology course: Adelaide Sweetser, Jane Wilson, Jean Hill. They are sitting on the bench of New York's Children's Court, beside Judge Justice Wise Polier, brilliant daughter of famed Rabbi Stephen S. Wise, hearing a delinquency case involving a 10-year-old boy. They are listening intently because they will have to write reports for class. But more important to Sarah Lawrence is the sympathy which the little boy's story has stirred in these girls—sympathy springing from direct observation, such as all the case histories ever written could not inspire.



CONTINUED ON NEXT PAGE



On an "EI" platform, Betty Blanchard, daughter of a manufacturer, and Helen Larson, daughter of an advertising executive, converse briefly with a toothless derelict.

At the Aquarium, Patsy Pittman, another composition student, takes notes on something she had not expected to find there—a bust of Jenny Lind, Swedish "Nightingale".



In an "EI" train, Betty interviews a sad-faced Jewish immigrant. Girls in Horace Gregory's course in Observation and Writing were assigned to ride in the "EI" as an unusual experience.

In Battery Park, Patsy Pittman, whose father is president of the International Corp. of New York City, shares her bench while jotting down descriptive notes of ships in the busy harbor.





On Orchard Street, on the lower East Side, Betty Foss, daughter of a surgeon, and Betty Blanchard inspect a pushcart offering for sale toilet articles, dry goods, fake jewelry, false teeth.

Among the pushcarts, Jane Wilson, whose father is manager of a Texas oil company, seeks evidence on the psychological factors of heredity and environment from a 3-year-old slum child.



At the Central Park Zoo, Mary Winternitz, daughter of ex-Dean Milton C. Winternitz of the Yale Medical School, visits the bear den for Mr. Gregory's composition course.

At the Stock Exchange, a trio of money and banking students hilariously ask Charles Gay, ex-president of the Exchange, to explain difference between speculation and gambling.





Sarah Lawrence poetry session

A course in contemporary literature brings these girls to the New York apartment of Genevieve Taggard, poet, editor, critic and Sarah Lawrence faculty member. Sitting in center foreground is Frances Ann Cannon, whose father

makes Cannon towels. In tweed jacket at left is Adelaide Sweetser, whose father is a director of the League of Nations. Standing, left, is Eleanor Little, daughter of Leon M. Little, vice president of Boston's New England Trust Co.

If you'd say "Hello" to a Good Buy . . . look for

Genuine Worth



YOU can't measure quality by a foot-rule . . . but you can, as a rule, by headwork. For 106 years, G & W has stood the test of time. You can be sure it will stand the test of *your* taste. Good to begin with because it begins with good ingredients, it's good all the way through because it's controlled at every step. *Get Wise* . . . insist on G & W . . . two *letters* on which you will surely put your *stamp* of approval!

PARTY GAME FREE!

For the right answers to the 3 historical questions, plus best comments about G & W whiskies or gins, Gooderham & Worts Ltd., will award a brand new party card game called *Gang Way*.* You can play altogether 17 different fascinating games with it! Send your entry to G & W, P. O. Box 887, Detroit, Mich., before July 15, 1938!

- 1 The "father of his country" was G_____ W_____
- 2 First steamboat to cross the Atlantic was the G_____ W_____
- 3 Secretary of the Navy under Lincoln was G_____ W_____



G & W Star Blends

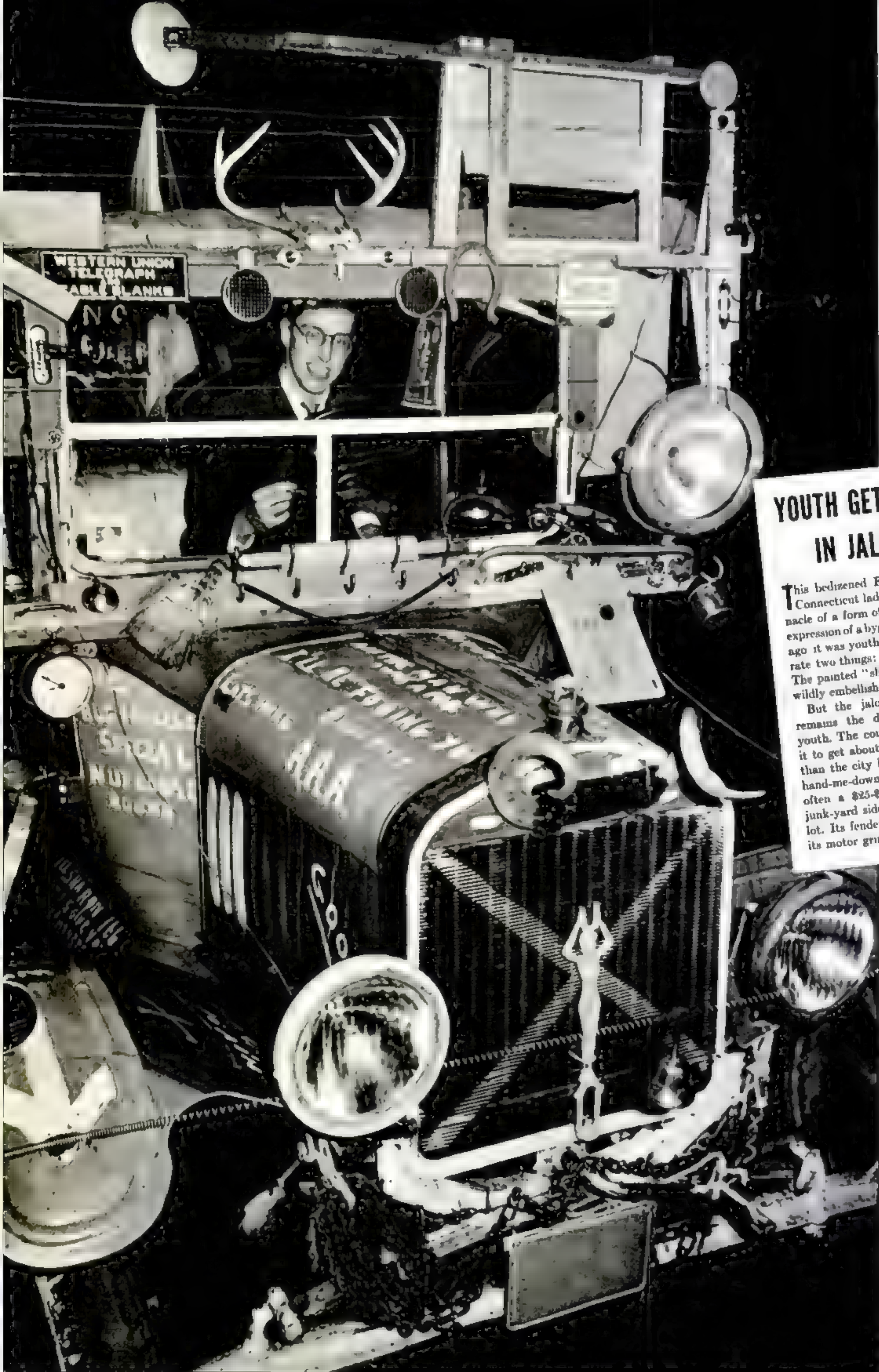
GET WISE . . . GET G & W 7 STAR * 5 STAR * 2 STAR . . . THEY'RE GOOD WHISKIES

G & W 7-STAR BLENDED WHISKEY—The straight whiskey in this product is 4 years old; 35% straight whiskey, 65% grain neutral spirits, 90 proof.

G & W 5-STAR BLENDED WHISKEY—The straight whiskey in this product is 4 years old; 25% straight whiskey, 75% grain neutral spirits, 90 proof.

G & W 2-STAR BLENDED WHISKEY—The straight whiskies in this product are 2 or more years old; 25% straight whiskey, 75% grain neutral spirits, 80% straight whiskey 2 years old, 5% straight whiskey 4 years old, 80 proof.

*This offer good for adults other than Liquor Industry Employees, in States where such offers are permitted.



YOUTH GETS ABOUT IN JALOPIES

This bedizened Ford, owned by a Connecticut lad, is at once the pinnacle of a form of youth art and the expression of a bygone urge. Ten years ago it was youthful fashion to decorate two things: raincoats and autos. The painted "slicker" is gone. The wildly embellished jalopy is going.

But the jalopy, plain or fancy, remains the distinctive vehicle of youth. The country boy, who needs it to get about, owns one more often than the city boy. It is sometimes a hand-me-down from parents, more often a \$25-\$50 purchase from the junk-yard side of a second-hand car lot. Its fenders may flop frantically, its motor grind in pain. But it goes.



In the remote Highlands of Scotland we found
this whisky of almost legendary goodness

OLD ANGUS

A NOBLE SCOTCH

"Gentle as a Lamb"

THE SCOTS praised Old Angus as a whisky of special quality . . . "A Noble Scotch" they called it. We heard these praises and traced Old Angus to its source—on the banks of the River Dee, in the hills of Scotland. We arranged with Train & McIntyre to make this fine Scotch available to America, too . . . Try a bottle of Old Angus. Treat your palate to its smooth, liqueur quality. You will agree with the Scots who *know* whisky, that Old Angus is truly a superior Scotch—and "Gentle as a Lamb."







IN "WHAT A LIFE" THE HIGH-SCHOOL PROBLEM BOY BECOMES A BROADWAY HERO

The boy in the green sweater on the opposite page is thinking up a new lie. He is Henry Aldrich, problem child of Central High (in real life, Ezra Stone in a new play called *What A Life*). He spends most of his time in the principal's office, where this picture was taken (in reality, New York's Biltmore Theatre). When Henry is not lying, he is fighting, cribbing, collecting old shoes, drawing caricatures of his teachers, talking in study periods, flunking exams.

At the moment he is breaking the heart of pretty Barbara Pearson (acted by Betty Field) who stands beside him. She is

Central's honor student famed for writing the team yell: "Central! Be Gentle! Be Brutal! Be Central!" It is to her Henry confides his discovery that Hamlet killed himself because "he couldn't take it." Having invited her to the Spring Dance and then been suspended, Henry now has to invent a dying uncle in Denver as excuse for backing out.

A cross between Penrod and Peck's Bad Boy, incorrigible Henry Aldrich as conceived by Clifford Goldsmith, a high-school lecturer on health, and staged by George Abbott, master of mad-cap farces, has become one of Broadway's most lovable heroes.

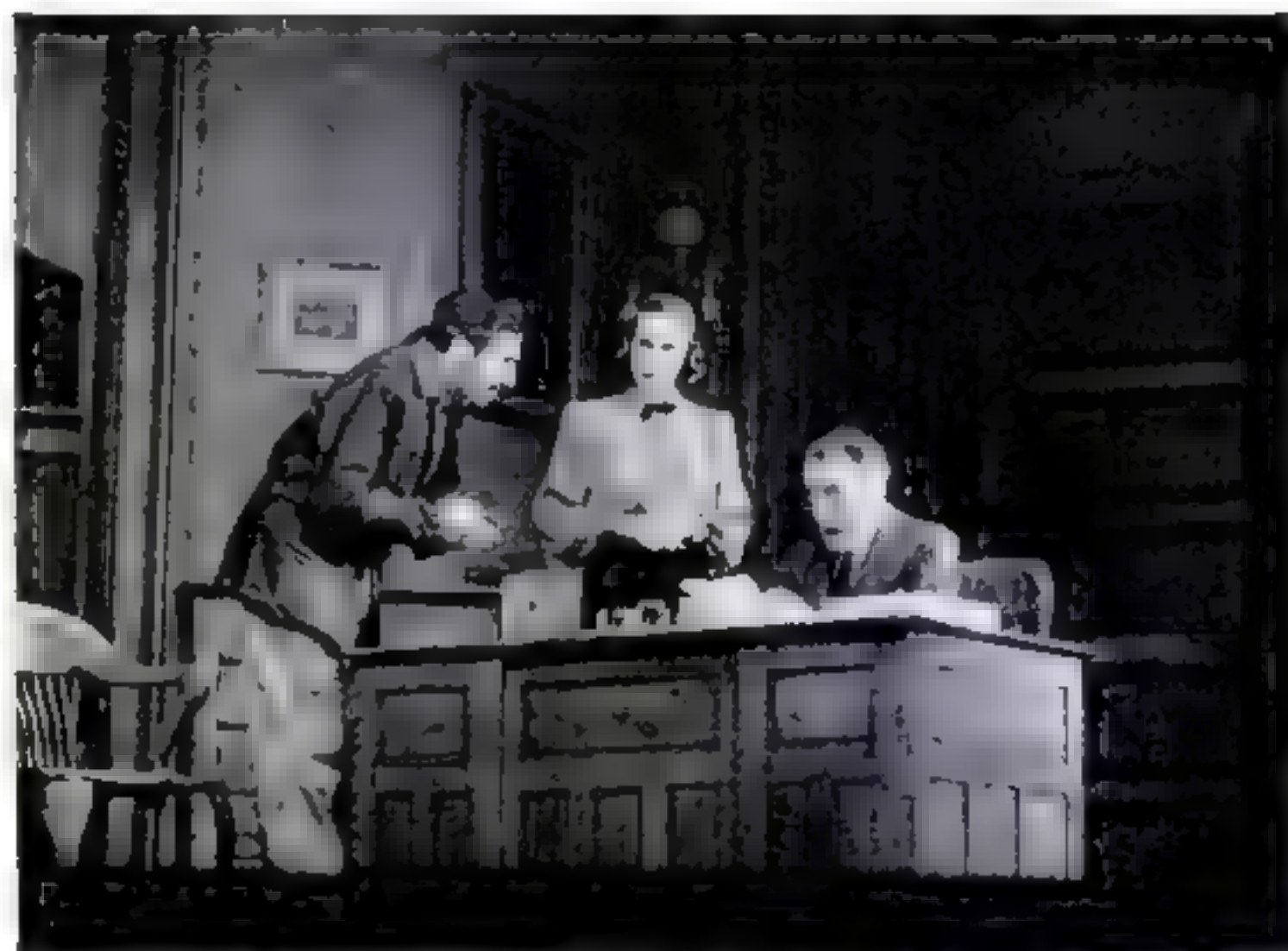


GAGS AND WHIRLWIND PACE MAKE LIFE IN A HIGH-SCHOOL

(continued)



Tickets to the Spring Dance are offered to incorrigible Henry in the principal's office by Gertie: "Don't you know of any girl worth 60¢?" Henry answers: "Not to me, I don't."



The principal and secretary cannot remember why they sent for Mr. Vecchitto or who his daughter is. When he is told to wait, he spends the night in the anteroom of the office.



Accused of talking in study, Henry and his rival deny it. Principal: "Are you sure you are both telling the truth?" Henry: "I don't know about him, but I'm sure I'm telling the truth."



Henry's mother arrives just after he has declared that she is too ill to move. Mother: "I did have our family doctor prescribe a diet for me—perhaps that is what Henry meant."



"Why did Hannibal cross the Alps?" is an exam question that stumps Henry, here quizzed by Barbara. As for the next question: "That one was optional. I know my own strength."



Caught in a fight, Henry tells Miss Eggleston, a teacher: "I was standing here talking about how Hannibal crossed the Alps and everything and I looked up and there he was."

PRINCIPAL'S OFFICE HILARIOUS ON THE BROADWAY STAGE



Henry's irreverent drawing of one of his teachers is discovered by the principal. Henry explains: "I didn't know it was going to turn out to be Mr. Patterson when I started it."



Barbara is weeping because she is going with Henry to her first big dance. Here she confides to the principal's secretary she is worried that she may not look her prettiest.



In search of the stolen band instruments is a detective who is forever calling phone numbers he can't get. He says: "I see why anything you start here takes four years to finish."



The instruments recovered from a pawnshop, the detective and the music teacher march back with them to the principal's office. Detective: "I want to talk to a kid named Henry Aldrich."

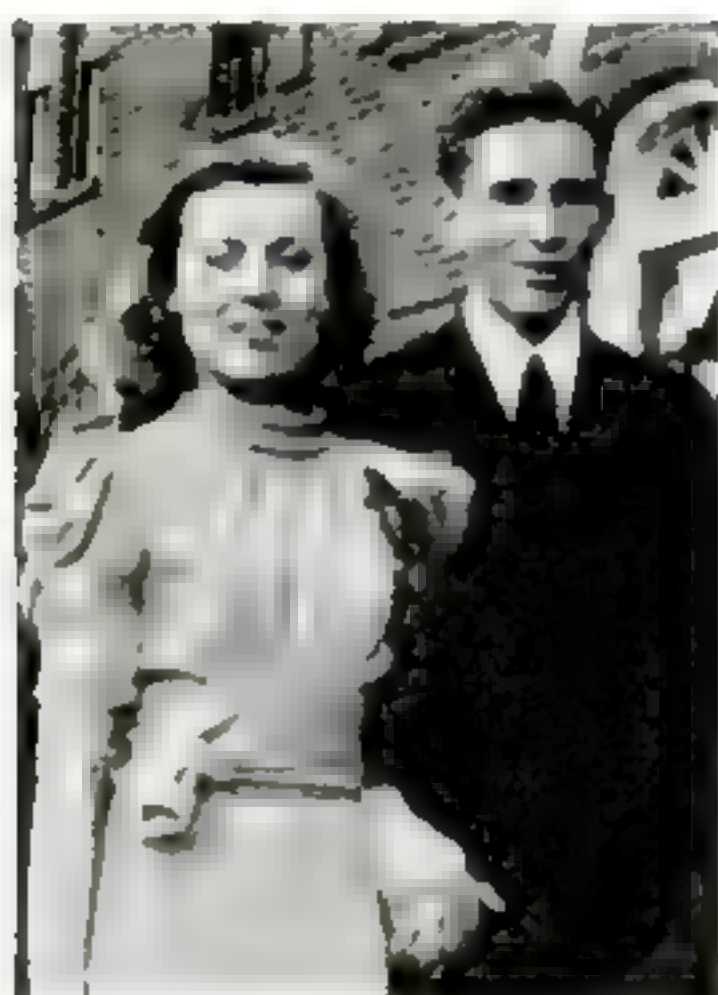


Through three acts this boy tries in vain to see the principal. In disgust he cries: "I'm hungry and the cafeteria is closed and I'll have to eat the lunch my mother made for me."



The real villain in the end proves to be George, Henry's rival for Barbara's affection. When he is arrested as the instrument thief, Henry gets his girl to the Spring Dance after all.

ON MARCH 24, 1938



The young love of Charlotte Matthiesen, 18, and Donald Carroll, 16, ended in death.



Murdered by her youthful lover, at her own wish, Charlotte Matthiesen is carried from



the Carroll home in Queens (left). Young Donald, who had planned to commit suicide,



changed his mind, called the police, was taken from his mother's arms (center) to jail (right).

A tragedy of youth

A HIGH-SCHOOL SENIOR IS TRIED FOR THE MURDER OF HIS SWEETHEART

On May 24 there opened in New York City a trial that captured the emotional interest of every parent, psychologist and newspaper reader in the land. It was not only because the protagonist was a sensitive-faced, curiously stoical boy of 16, or because the parents of the young girl he killed came to him with forgiveness instead of hate; but rather because Donald Carroll Jr., high-school senior, was a symbol of millions of other boys in thousands of other communities.

Donald Carroll Jr. loved Charlotte Matthiesen. They had no money to get married. Charlotte was pregnant. And so instead of seeking help from elders they romantically chose the broad empty avenue of death. Their tragedy was the tragedy of youth faced with a complex social problem, blundering into the worst of all possible solutions. What to do with Donald Carroll was a ticklish question for the jury to decide. Their verdict: "Not guilty by reason of insanity."

MR. AND MRS. MATTHIESEN (RIGHT) STOOD BY DONALD AS LOYALLY AS HIS OWN PARENTS (LEFT). MATTHIESENS AND CARROLLS SAT SIDE BY SIDE EACH DAY IN COURT





JURORS in the Carroll case were faced with the difficult alternative of acquitting a confessed murderer or convicting a young boy for whom the public and the parents of the victim—felt tremendous sympathy. Many talesmen balked at serving on the case.



Evidence consisted of Charlotte's bloodstained clothes and Mr. Carroll's service revolver with which the fatal shot was fired. The Assistant District Attorney showed great distaste for his work, presented a temperate case, told the jury that his was a "disagreeable duty."



Mrs. Helen Carroll, Donald's mother, wept as she heard her son tell his story on the witness stand. Carrolls and Matthiesens feel themselves to blame because their children, desperately in need of assistance, failed to come to them for counsel or comfort.



Donald Carroll Jr. testified that Charlotte had wanted a "beautiful way to die," that she recited to him the stories of *Aida*, *Romeo and Juliet*, *Mayerling*. He told his story coolly, dispassionately. Only once or twice did he lower his head, chew his lips to keep back tears.

Vassar

Its girls have a sense of humor

The richest and oldest adequately endowed women's college in the world was founded at Poughkeepsie, N. Y., in 1861 by a brewer named Matthew Vassar. Poughkeepsie's other famed citizens, the cough-drop Smith Brothers, helped choose the site. On warm Spring nights Vassar girls still sing: "Oh he made his wealth in beer... but we dare not drink it here. Is that logical my dear? Not at all!"

These pictures of Vassar with its hair down were drawn by Anne Cleveland, '37, and Jean Anderson, '38, now working in the Vassar Art Library. They have been published by the Vassar Cooperative Bookshop in a 75¢ booklet. Vassarites are consciously dowdy on the campus, all ride bicycles, and call their graduating theses "topics."

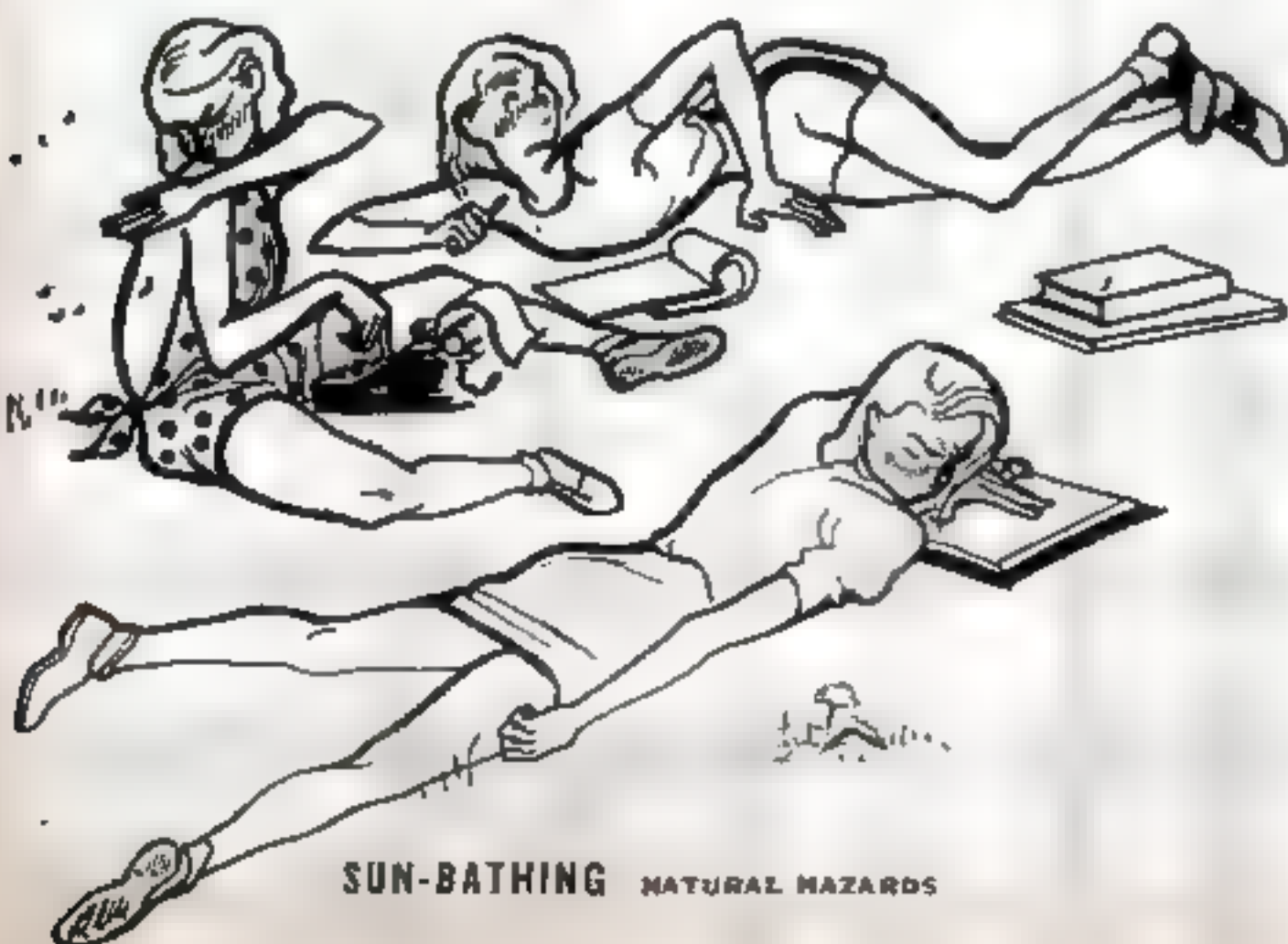


BIOLOGY "BUT, HONESTLY, MINE HASN'T GOT ANY LIVER"



WASHROOM

"AFTER ALL, SOMEBODY HAD TO LOOK AFTER HIM WHILE SHE WAS FINISHING HER TOPIC"



SUN-BATHING NATURAL HAZARDS



AFTER-DINNER SPRAWL MAIN PARLOR



HISTORY EXAM "O GOD, FIVE MINUTES AND THREE CENTURIES TO GO . . ."



GRADUATION DAY "I MUST SHOW YOU THE ROOM I HAD WHEN I WAS IN COLLEGE"

BIKCYCLINU

(ALL VASBAR BICYCLES
BEAR COLLEGE LICENSE
PLATES, NOT SHOWN IN
THESE DRAWINGS.—ED.)



LATE TO CLASS



FACULTY



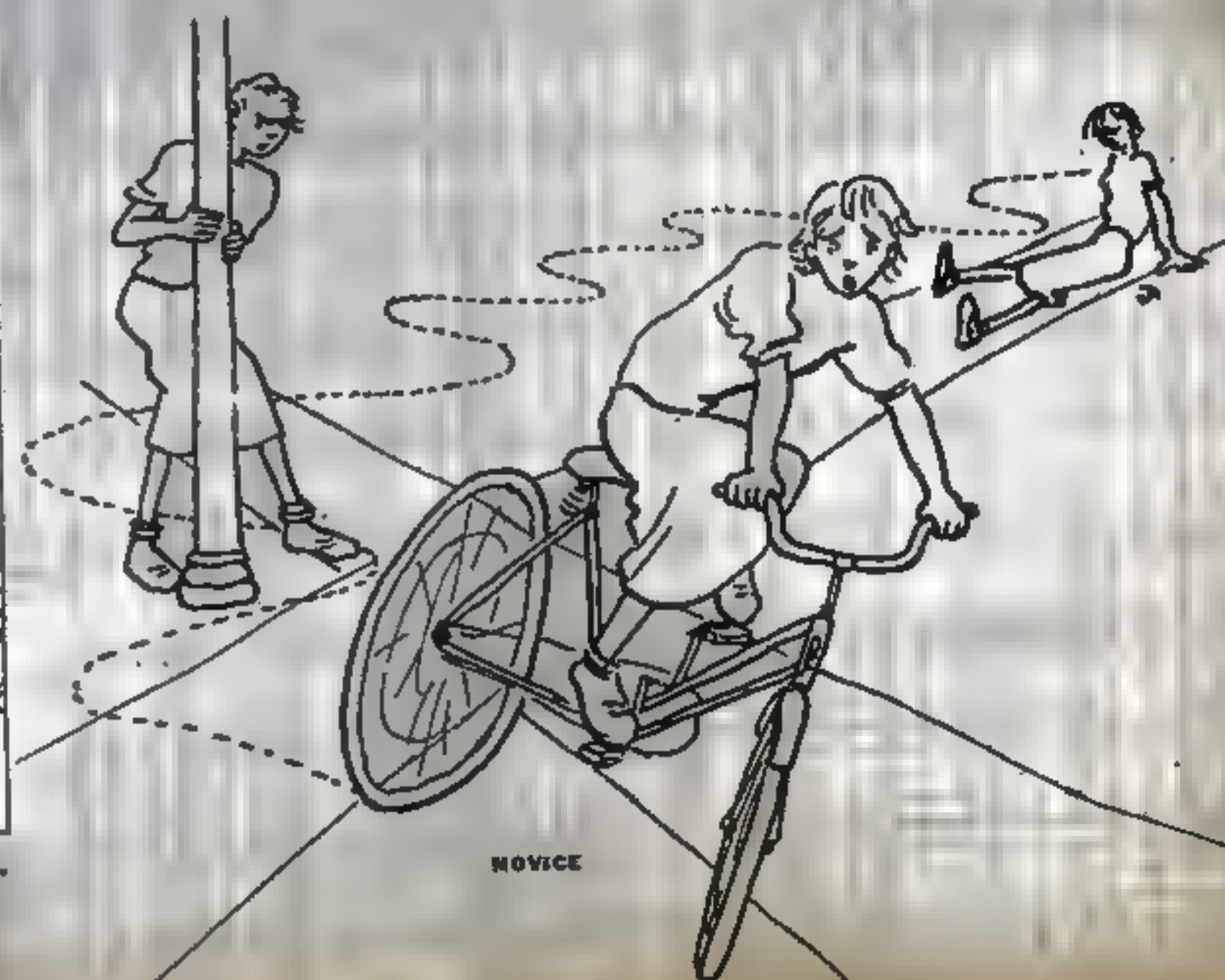
REQUIRED ASSEMBLY




VISITOR



SHOW-OFF



NOVICE



Girl's goal: still a home

You can identify this young lady as a student at a big Eastern women's college by her casual clothes. You might identify her further as a student at Wellesley by her typically big notebook. And having thus placed her sitting here on the campus jotting down notes on "Romantic Realism," you know she represents the top crust of American youth.

Students at Eastern women's colleges are better off economically and socially than the co-eds at the big State universities. Their campus clothes are primarily for comfort whereas their co-ed sisters' are for attracting male students. But whether at smart Vassar, scholarly Bryn Mawr or womanly Wellesley, they all lead a healthy, wind-blown life preparing, usually, for a healthy, comforting marriage.



Boy's goal: a profession

In his serious moments the average American high-school boy dreams of being a professional man. He knows that the banker, lawyer, doctor or engineer commands respect in his community and is most likely to attain financial success. But lack of brains, money or mental grit keep all but a small minority of America's youth from getting through college at all.

Of these collegians only a few thousand a year ever get into top-notch, highly specialized schools like the Massachusetts Institute of Technology in Cambridge, Mass., where this student sucks his pipe and ponders his tough problems. To hard-working, scientifically-minded youngsters these colleges lead to the best jobs in many fields recently opened by science.

CCC

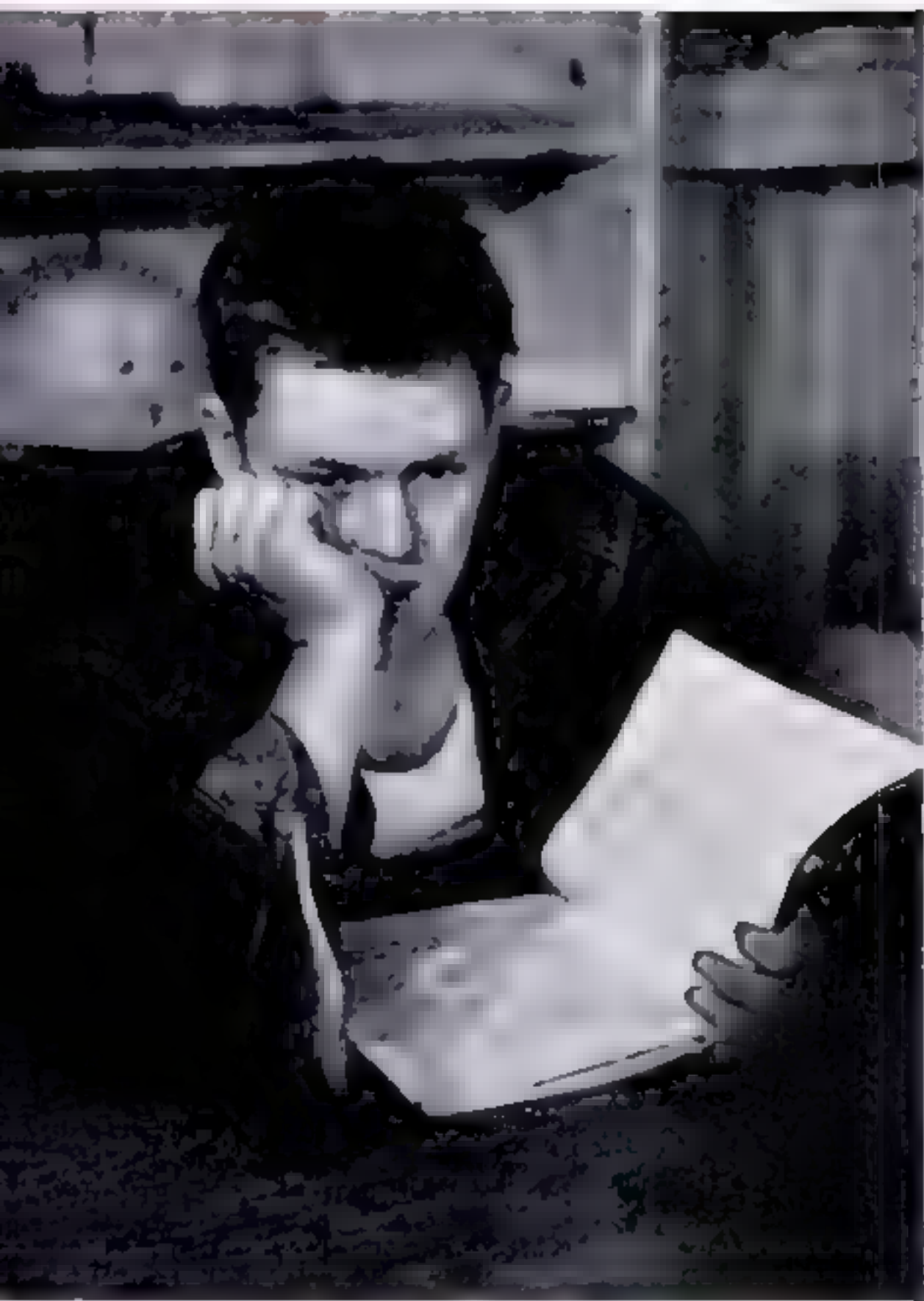
**This New Deal agency keeps 260,000 idle boys
busy outdoors and wins widespread approval**

The 260,000 uniformed young men who line up each morning at the nation's 1,500 Civilian Conservation Corps' camps before going to work in fields and forests are a curious sight in a democracy. Germany, Italy, Russia and Japan each has its labor battalions which do much the same kind of work but there is nothing to match America's CCC outside the dictatorship countries. Yet the CCC, established in 1933, is the one New Deal measure that has won universal approval even from diehard Republicans. Though as an emergency measure its existence should terminate in 1940, it is one innovation almost certain to remain a permanent part of the American Government.

Since its inception, 2,242,000 unemployed young men, mostly between 17 and 23 and mostly from cities, have passed through the CCC camps at a total public cost of \$1,920,000,000. To dependent relatives who must receive 75% of a CCC boy's \$30 a month, they have contributed \$445,000,000. They have planted more than a billion trees, built 1,982,000 erosion dams, made 97,310 miles of forest roads, constructed 41,000 bridges, improved 6,000 miles of trout streams, and expended more than 7,700,000 man-days fighting floods and forest fires.



From Arlington Cemetery, home of the nation's dead, these CCC boys bear away the trunk of a dead tree. Merely as a health builder the CCC is worth its price.



Recreation rooms exist in every CCC camp. There 65,000 illiterates have learned to read and write. More advanced courses are offered those with greater ambitions.



Great floods start in little streams. Check dams such as these boys are preparing to build will control floods and restore eroded gullies. The CCC has built 3,982,000 of them.



Tar-paper barracks constitute this camp near Tennessee's Norris Dam. Comforts are few. In camps

farther north the prevalence of frostbite and pneumonia amongety-fred boys has been embarrassing.



Reserve officers are responsible for discipline. Above, Lieut. David Lancaster inspects cots at

Norris Dam Camp. Below, a camp cook and friends play poker for the \$7.50 monthly they may keep.





PEGGY KETCHAM AND PHIL ROGERS SCREAM THEIR APPROVAL OF "THE BIG CRASH FROM ST. JOSEPH, MO." LEFT: MISS KETCHAM'S MEMBERSHIP CARD IN "THE BOB CATS"

Nuisance No. 1: Shiners



"The Little Apple," a 1937 dance rage which has persisted surprisingly into 1938, starts at the Crosby jam session.



Her hat gone, the girl lopes with her partner toward the drums, thus taking a lot of space from the other dancers.



"Shiners" are what swing linguists call these dancers who attract attention to themselves by wild and fancy steps.

SWING

Frenzied cats churn as hot bands go to town to mark the Swing Age



BOB CROSBY SINGS

Music means more to American youth today than ever before. Big Midwestern high-school bands have grown astonishingly. Music appreciation courses in colleges are well enrolled. Radios tune in sympathetically on symphonies. But the most fervid musical passion

of young America is Swing. This form of jazz is six years old in the popular affection of American youth. A year ago, prophets were forecasting its decline. Today, with Goodman and Dorsey still dear to the hearts of youth, prophets continue to predict hot music's decline.

The photographs here show Chicago youngsters at a Sunday jam session given in the Blackhawk Restaurant by Bob Crosby, brother of Crooner Bing Crosby, and his band. The audience is organized into a club called "The Bob Cats," with membership cards signed by Crosby as "Chief Cat." These "swing cats" are fortunate in being able to see their idols. But in any small-town ice-cream parlor, you may view the same enthusiasm when the "cats" drop nickels in the automatic phonograph, prance until the spoons rattle on marble table tops, yell with glee when the record blares out and the band goes to town.

Connie Boswell (inset, right) has made, with Bob Crosby's band, the greatest swing classic since Maxine Sullivan's *Loch Lomond* (LIFE, March 21). Her *Ah So Pure* from the opera *Martha* has sold 60,000 records. A cripple, Connie gets about in a rhinestone-studded white leather wheel chair.



"CATS" ADMIRE DRUMMER RAY BAUDUC SOCKING IT OUT



Non-dancers applaud as couple comes out of the Lindy Hop. Chances are they would rather watch Drummer Bauduc.



A crash from Ray Bauduc's drums and the dance nears its end. This type of frantic stepping is, happily, now waning.

Nuisance No. 2: Tinklers



A rhythm lover, tinkling the bed on his glassware, annoys listeners as shiners do dancers.



Singing as they hike, these New England youth hostellers start out briskly on a day's jaunt that may take them 15 miles before dusk. On their backs they carry sleeping

sacks and toilet articles. A day earlier they may all have been strangers. Below is the interior of the first American hostel at Northfield, Mass. Playing his zither is Julius Wahl, hostel housefather. In front of him are Mr. and Mrs. Monroe Smith, the movement's U. S. founders. Many girl hostellers wear bright peasant clothes and sandals.



YOUTH GOES HOSTELING OVER U. S.

Latest form of outings keeps them on move



Rapidly taking the place of summer camps as a healthy and economical way of vacationing for young people is the organized and supervised routine of hiking, bicycling and stopping overnight, known as youth hosteling. Initiators of this informal and agreeable method of combining fun and the great outdoors are Isabel and Monroe Smith (see opposite page). Three and a half years ago, following a thoughtful study of the well-established youth-hostel movement in England and Germany, they founded their first hostel at Northfield, Mass. Here are located the national headquarters of a growing move-

ment which includes 110 hostels at which more than 15,000 visits were registered last year. Of these, 70 hostels are in New England but other "hostel loops" have been started in Pennsylvania, Michigan and California.

Hostels range from made-over barns to comparatively luxurious houses given to American Youth Hostels, Inc., a non-profit organization, by rich friends. Spread at 12- to 15-mile intervals through the Green and White Mountains and south toward New York and Boston, the hostels comprising the New England loop make it possible for young people of modest means to spend several weeks wandering through the countryside with all the carefreeness of tramps and none of the privations. Informally chaperoned by housemothers and housefathers at each hostel, their sleeping quarters segregated, they make their own beds, do much of the cooking, cultivate a spirit of independence and friendliness in just about the healthiest way imaginable.



Youth hostelers both are Winifred Crary, Smith undergraduate whose hiking costume consists of shirt, shorts and sandals, and Reed Walker, a West Hartford High School teacher.



A swim between hostels is enjoyed by this group in Massachusetts. Youth hostelers are usually in their teens, pay 25¢ a night for accommodations. A few adults also join.



Sleeping quarters at most hostels are rough, crowded, but spotlessly clean. Here Lucille Bernstine of Mount Holyoke climbs into one of the bunks at the hostel at Northfield, Mass.



set the pace for style and comfort

There's a colorful parade of popular Life Guard Swim Fashions exclusively created by Allen-A. Fine woolen ribbed trunks, spring-needle knit for elasticity and wear. Latex-knitted garments affording extra ease through two-way stretch. Life Guards of gabardine for glove-fit and all-day comfort, wet or dry. Every model thoroughly swim-tested and truly "See-Worthy." Don't take the edge off your summer's fun by appearing in out-of-date trunks — step out in distinctive Life Guards. Buy a pair this week.



See THIS WEEK magazine with your Sunday newspaper of June 5, for name of your Allen-A dealer—or write now for dealer's name.

The Allen-A Company
Kenosha, Wis. Bennington, Vt.

THREE THINGS YOUTH WANTS MOST: EDUCATION, JOBS, FUN

Sometimes they are hard to get

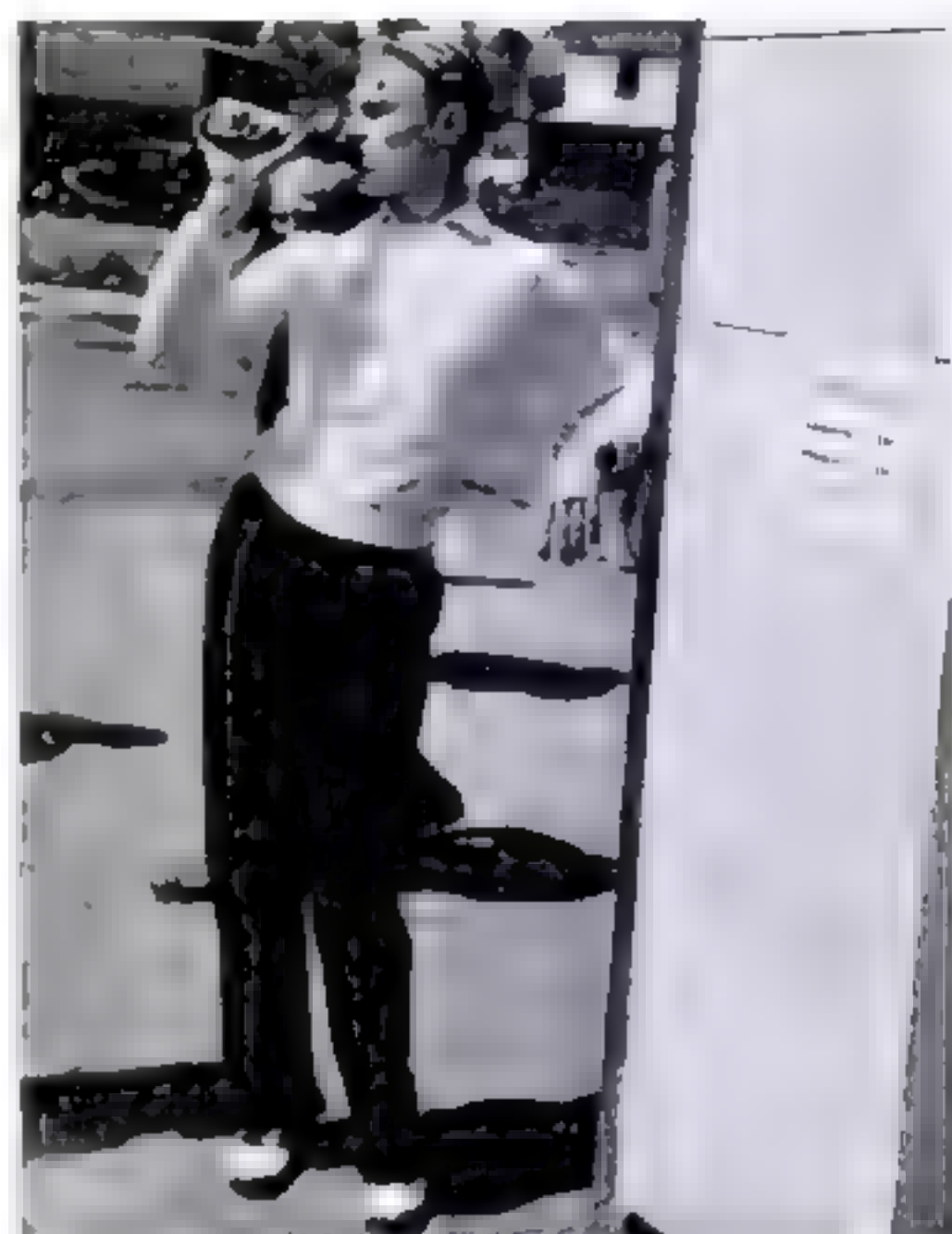
By now you are familiar with the face of youth. In these pages you have seen their clothes, their sports, their schools, their haunts. It is a fair picture, full of grace and charm. For they are a vital lot, these 20,000,000 American youngsters. They dance and sing, they drink and play, they study and mate. Before them lies a vast continent that will soon be theirs to run—a nation with endless resources yet to tap, with new cities to build and old ones to make over.

Yet, by and large, U. S. youths today are a sober lot. Carefree though they may seem, they know well that they have been born into a dark and muddled age. They are fully aware of the clamor and confusion about them. In their own homes they hear echoes of the wars and worries, the strains and struggles that will soon be theirs to face.

The generation before them had an easier time. That was the age of "Flaming Youth" (1919-20), the age of whoopee, jazz and gin, when jobs were easy to get, money easy to make, and the world belonged to the young. A horde of War-disillusioned youngsters, justly cynical of the precepts by which their elders lived, kicked over the traces, set out to snatch for themselves whatever pleasures they could find.

That world is gone, perhaps forever gone. Youth today is more quiet, more honest, more earnest. It has less money to spend. It finds work harder to get. Its future is more clouded. It is no longer sure that anybody can be a millionaire or President. Its humor, pungent and crisp as ever, has taken on a grimmer note—witness the high school that chose for its class motto: "WPA, HERE WE COME!" Toward its parents, youth in 1938 is less defiant, more gentle. But of its world it has many more questions to ask.

For youth has needs and never before have they been so intense. There has always been for youth the mingled joy and agony of adolescence, the troubled mysteries of sex, the sudden adjustment to an enlarged world of col-



YOUTH DRINKS MOSTLY BEER AND POP

lege or work. Today, all these problems remain, but three of youth's needs have grown more burning. These three are: education, jobs, recreation.

Education and jobs go hand in hand. The more education a youth can get, the better the job he is likely to win, the bigger the pay he is likely to earn. But education, to begin with, is determined largely by the size of his family and the earning power of his parents. Lack of funds forces many out of school. Study halted after the eighth grade means death to the ambitions of many who yearn to be engineers and technicians, aviators, scientists and physicians. In the unskilled or semiskilled jobs to which they devolve, their pay is low, their hours long, their zest for living dimmed. What is thus often created is a circle of economic determinism which, according to *Youth Tell Their Story* "tends to keep certain groups more or less permanently submerged." Disturbing is the book's conclusion that "the facts of this study indicate that our present secondary school is still a highly selective institution adapted to the needs of a small minority of our population."

With almost half of U. S. youth failing to find work the first year out of school, recreation becomes a third major need. One out of every six boys questioned gave as his chief occupation "loafing." In poolrooms and bars, in soda fountains and drugstores, on sandlots and street corners, youth "just hangs around." Only one out of four belongs to such organizations as the Y.M.C.A. or the 4-H Club. Less than half frequent the libraries. The movies they adore. The dance halls they love. But movies and dance halls and Y.M.C.A.s cost money, and in hundreds of communities they are the only recreational centers youth can command.

"For no less than millions of young people in America," concludes *Youth Tell Their Story*, "this situation calls for an awakening, on the part of communities, to the social . . . values of satisfying recreation, and a determination to develop leisure-time programs that will not only absorb energies that often lead to delinquent behavior, but which will add something valuable to the spiritual stature of those who participate in them."



FOR YOUNG LOVERS CARS NOW REPLACE PARLORS

"GLAD YOU LOOKED—I'D HATE TO LOSE MY WALLET"



From Our Book of Permanent Set-ups

SERVICE DEPARTMENT—To help guests avoid losses: Search clothing before pressing. Check rooms when guests are gone. Inspect discarded boxes. Carefully examine vacated taxis.

A LUCKY FIND? Not at all. Our bellman was obeying a rigid rule. He always looks for forgotten articles.

We call that rule a "set-up." There are more than 2,000 other set-ups in force in every N.H.M. Hotel!

For instance—an assistant manager greets you when you register. The bellman will help you unpack. Blankets and room rugs are sterilized regularly. There are no troublesome French words on our menus.

You see, nothing is left to chance. Experience has taught us what you want...and our new idea in hotel management—"set-ups"—makes sure that you get it!

Unless you've stopped at an N.H.M. Hotel, it's hard to realize what this means in extra comfort...extra pleasure. Plan to enjoy it the next time!

Ralph Hitz
RALPH HITZ, President
National Hotel Management Co., Inc.

ALWAYS STOP AT N.H.M. HOTELS

National Hotel Management means BETTER SERVICE to You

THE HOTEL NETWORK
Streamlined for Service!

IN NEW YORK - Hotel New Yorker - George V. Riley, Manager. Tunnel to Penn. Station! 2500 rooms with tub and shower, from \$3.50. Summer Terrace too there.

IN NEW YORK - Belmont Plaza - John H. Stember, Manager. Lexington Avenue at 49th Street. 800 rooms from \$3.00. Home of the famous new Glass Hat.

IN CINCINNATI - Netherlands Plaza - Max Scholman, Manager. 10th Street. From \$3.00 a day. Enjoy the Restaurant Continental and Pavilion Casino.

IN DETROIT - Book Cadillac - W. O. Seelbach, Manager. 1200 quiet, beautifully furnished rooms from \$3.00 a day. Equine Room and Book Casino.

IN CHICAGO - Congress Hotel - John Burke, Manager. On Michigan Blvd., overlooking lake. Big rooms from \$3.00 a day. Famous Congress Casino.

IN DAYTON - Hotel Van Cleve - C. J. Fitzpatrick, Manager. 300 modern, homelike rooms, from \$2.50 a day. You'll enjoy the most new Keyhole Room.

IN DALLAS - Hotel Adolphus - One Schubert, Jr., Resident Manager. 835 rooms from \$2.50 a day. Glamorous new Century Room. 300 rooms fully air-conditioned.

IN MINNEAPOLIS - Hotel Nicolet - Neil R. Mroczek, Manager. 600 large, modern rooms. From \$3. New Minnesota Terrace and Jolly Miller Cafe.

IN NORTH CONWAY, N. H. - Eastern Slope Inn - Carl O. Randall, Manager. Winter and Summer sports center of New England. Rooms from \$7.50 per day American Plan.





"You'd lose your temper too if your shorts shed buttons!"

This happened today in thousands of homes. But Henry's wife was smart. "Pin yourself together," she cooed—and they set out to buy Henry shorts with Grippers instead of buttons!



"Most of my customers are changing to shorts with Grippers," the clerk told them. "Grippers were designed specially for men's shorts. The American Institute of Laundering has approved them as laundry proof."



Happy ending! Now Henry and his wife never worry about missing buttons on his shorts. Grippers stay on permanently. (They are guaranteed by Good Housekeeping magazine as advertised therein.)

COPY, 1938, SCOVILL

insist on
SHORTS
with
Grippers
instead
of buttons

Grippers are quicker... neater... and they're really LAUNDRYPROOF!

(Be sure you get genuine Grippers stamped plainly with the name.)



**SCOVILL
MANUFACTURING
COMPANY**

Button and Fastener Division, Waterbury, Connecticut



• These Leading Brands of Shorts have Grippers instead of buttons . . .

NOBELT SUPER SHORTS by Wilson Brothers	Varsity Shorts by Varsity Underwear Co.
AROSNAP SHORTS by Cluett, Peabody & Co., Inc.	CREVELING SHORTS by Johnson Creveling & Co.
MANSCO SHORTS by Mansco, Inc.	MUNSINGWEAR SHORTS by Munsingwear, Inc.
ALLEN-A SHORTS by The Allen-A Company	AINTREE SHORTS by Aintree Corporation
B. V. D. SHORTS by The B. V. D. Corporation	COOPERS SHORTS by Coopers, Inc.
SEALPAX SHORTS by The Sealpax Company	• Most department stores also carry their own brand of shorts equipped with Grippers.
SHORT-EEZ SHORTS by Superior, Inc.	These quality shorts are made by
GOODSNAP SHORTS by Goodenow Textiles Co.	THE MOSES ROSENTHAL CO.
	REGATTA MFG. CO. • SEAGULL MFG. CO.
	Canadian Shorts with Grippers include Arrow, B. V. D., Forsyth, St. James, Lewis, Croydon

"YOUTH AND SEX"

1,300 boys and girls answer questions



DOROTHY D. BROMLEY

One girl out of every four in college today has had sexual relations. Of every two male undergraduates one is a virgin and one is not. Most of the boys began their sex experiences in high school. Most of the girls waited until they got to college. Village boys are the greatest seducers and village girls the most easily seduced. Young men in 1938 put less of a premium on virginity in the young women they marry than their fathers did. Liquor plays no hard and fast part in the sex life of America's young.

Such are some of the general conclusions reached by Dorothy Dunbar Bromley and Florence Haxton Britten in their book *Youth and Sex* just published by Harper Brothers (\$3). These two able journalists, taking advantage of the current tendency to candor among young people, went to 1,300 college students with questionnaires and interviews for their facts. On the basis of their sex survey they divide college girls into the following groups: **The Virginal** (12%) is either innocent or unawakened. She does a little prim petting, occasionally kisses a boy good night and dreams of marriage. **The Wait-For-Marriage** (24%) is awake but cautious. She is chaste because of her religion, her ideals or her fear of pregnancy. **The Inexperienced** (37%) has not gone wrong yet, possibly because she was never given a chance, but she believes extra-marital relations are all right. **The Loving** (11%) has had one complete affair with one man. She thought she was deeply in love, if not engaged at the time. She usually expects a happy marriage—with some other man. **The Experimenter** (9%) plunges deliberately into a sex relationship to see what it is like. She pursues a trial-and-error course with different men as scientific subjects. She is intellectually serious, comes from a liberal home, expects to marry some day. **The Sower of Wild Oats** (3½%) is downright promiscuous. Her antics are responsible for the talk about "loose living" at co-ed colleges. One girl in Bromley-Britten report had relations with 20 different men in two years. A small number of physiological and psychological misfits completed this study of 772 college girls.

College Boys in *Youth and Sex* are divided into two almost equal groups—those who have had sex relations (52%) and those who have not (48%). About a third of the uninitiated were continent because of "ideals and standards" and another third because of "fears and inhibitions." But only a quarter of the virgin males would insist on a virgin female for a wife.

Of the non-virgin males about 40% were classified as "Hot Bloods" and 60% as "Moderates" in their sex behavior. The Hot Bloods are the hunter type, "crude, lusty young animals," popular on the campus, impulsive and irresponsible in their affairs.

The kind of survey made by Mrs. Bromley and Mrs. Britten lately provoked Columnist Westbrook Pegler into a stirring defense of the moral decency of youth. Advising investigators to look into the sex behavior of adults if they wanted something really sensational, he wrote:

"Inquiries into the morals and sex experiences of the young always seem to me to constitute an effrontery. I cannot understand the patience of the young man or woman who submits to such questioning any better than I can understand the nerve of the person who believes he has a right to go about with a questionnaire backing specimens into corners for such frisking. I believe that the student should tell the inquirer to go to hell."



WESTBROOK PEGLER

WINNER MRS. ROSCOE GUINN



WIN A PRIZE FOR FINDING REFRESHMENT!

THIRST TAKES A JOYRIDE when the refreshing goodness of ROYAL CROWN Cola touches your lips. Sportswoman Mrs. Guinn made that clear in her prize-winning statement, and her joyful smile certainly proves it. When work or play leaves you tired and thirsty, enjoy ROYAL CROWN Cola. The two full glasses in each 5c bottle give you added refreshment and extra enjoyment. Each bottle is sterilized before it is filled, and each bottle bears the seal "Tested and Approved by GOOD HOUSEKEEPING BUREAU." That's your assurance of purity—purity!



WINNER
M. A. Gauldin

Cold Cash appeals to Bank Teller Gauldin! That's why he kept trying until he won a ROYAL CROWN cash prize. And whether you realize it or not, those straws show which way the wind is blowing. Right in the direction of economy! For, pretty Mrs. Gauldin buys the thrifty home-cartons of ROYAL CROWN Cola for her family and guests. One bottle serves two—two bottles serve a bridge table of four.

\$50,000.00 WEEKLY CONTEST

ENTER NOW . . . Each week until September 1, ROYAL CROWN Cola is giving absolutely free \$2,000.00. A first prize of \$1,000.00; 10 second prizes of \$50.00 each; and 50 third prizes of \$10.00 each. Send in as many entries as you wish for each week's contest. To enter the contest simply complete this sentence with 25 words or less: "I like ROYAL CROWN Cola best because . . ." Mail your statement with one metal crown from a ROYAL CROWN Cola bottle, or a facsimile, to ROYAL CROWN Cola, Columbus, Georgia. For more details, ask your soft drink dealer for a contest folder. Entries are not acknowledged. To insure absolutely impartial judges, ROYAL CROWN has employed an outside company to select the winners (Reuben H. Donnelley Corp.). All winners are notified by mail and the eleven top winners in each week's contest are announced on the ROYAL CROWN REVIEW every Friday night over NBC. Tune in for tips on how to win, and read the text under the prize winners' pictures shown here.



ROYAL CROWN

COLA



WINNER—Miss Mildred Peare

Hollywood Stars also enjoy quick refreshment when they have a leisure moment. Studio Secretary Mildred Peare finds in ROYAL CROWN Cola the ideal medium of refreshing relaxation. You'll also love the flavor of this bracing Cola beverage.

Life Goes to a Party

At a Maryland Farm where young guests play kissing games, dance and eat ice cream & cake

In spite of farm chores, classes at school, and lack of money, the life of Tommy Rhodes, the Typical Farm Boy whom LIFE shows and describes on page 17, has its festive side. Recently, to entertain his fellow students in the senior class of the Centerville, Md., high school and a few other friends, Tommy gave a bang-up party, complete with refreshments, games and dancing, at Claxton Hill Farm, the modest Rhodes place on the Eastern Shore of Maryland.

Because half of the house had been shut up for the winter, Mrs. Rhodes hired two cleaning women for \$3 to get it in shape for the party. Ice cream, paper cups, and the makings of a fruit punch brought the total cost of the affair to \$7.84 for the hosts. At Tommy Rhodes's suggestion, cakes were baked by half a dozen girls in his class, and brought to the party as their contribution to the evening's fun.

Like Tommy, over half of the 40 boys and girls at his party



A GUEST BRINGS A CAKE

were also from farms. Most of them came in aging Chevrolets and Fords. Ranging in age from 16 to 19, they included in the evening's festivities the timeworn and universally popular game of "Postoffice." The kissing which is such an important part of this game took place in the darkened Rhodes parlor where LIFE's photographer was stationed with flashbulbs to record the proceedings (see opposite page). Later the youngsters enjoyed a game called Wink whose major feature is also kissing (see page 70). They danced on the porch, practiced special "hops" and the Big Apple, consumed generous portions of ice cream, cake, and nonalcoholic punch. Because many of them, like their host, had to get up at 5 o'clock the next morning to help milk the cows, the party wound up comparatively early. By 11 o'clock many a party-goer was pretty tired and the boys began driving the girls to their homes which in some cases were as far as 12 miles away.



On the porch of the Rhodes farmhouse the boys and girls at the Maryland party danced to phonograph music. The

records were borrowed from Centerville's obliging music store. Host Tommy Rhodes, in dark coat and gray trousers,

is shown dancing at left. Because it was a chilly evening, the girls kept their topcoats on while they danced.

These "Postoffice" scenes in the dark were photographed by LIFE's cameraman with flashbulbs



This kissing couple includes Tommy Rhodes's girl Esther Skinner who lives 12 miles away in Hillsboro. The fortunes of "Postoffice" have thrown her into the arms of another.



In line of duty this boy who has called out a girl's number claims as many kisses as he has announced there are stamps on the hypothetical letters which he is holding for her.



Limp and uninterested, this girl goes through her "Postoffice" part in a notably detached manner. The Japanese lanterns in the living room were specially hung for the party.



Nose to nose, this "Postoffice" couple kissed in the darkened Rhodes parlor while LIFE's photographer, with the permission of the host, took flash pictures of the proceedings.

CONTINUED ON NEXT PAGE



*You can't mistake
its Character!*

What people like about Black & White is its definite personality. You can't mistake its magnificent flavor and rare bouquet. These qualities give Black & White a character all its own. And you can always depend upon it—for Black & White has never been changed ever since its famous blend was created generations ago. If you want Scotch that you'll always enjoy—ask for Black & White by name.



EIGHT
YEARS OLD

"BLACK & WHITE"

BLENDED SCOTCH WHISKY • 86.8 PROOF

The Scotch with Character

THE FLEISCHMANN DISTILLING CORPORATION, NEW YORK, N. Y., SOLE DISTRIBUTORS
Copyright 1938, The Fleischmann Distilling Corporation

Life's Party (continued)



In "Wink" the girls sit down with one chair vacant. When a girl is winked at by the boy behind her, she tries to move to it. If the boy behind her stops her, he collects a kiss.



Another phase of "Wink" finds all the boys sitting down. Here the girl at left is trying to "wink" one of them into her empty chair, but the boy has been successfully detained by the girl next to her.



The alert lady who is collecting her legal kiss for preventing this winked-at boy from getting out of his chair is High-School Teacher Annabelle Storey (Latin), a faculty member.



es baked by girl guests and informally packed in underwear and sportswear boxes
delished the Rhodes kitchen before the party, helped to make it a gastronomical success.



cream and cake were appreciatively consumed by two score high-school guests, proper-
hungry after a crowded evening of active games and dancing at the Rhodes farm party.



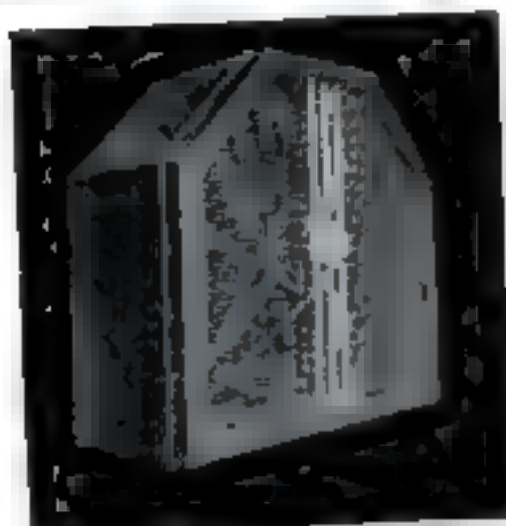
y's end found the boys escorting the girls to seasoned cars like this one. At left is Host
omy Rhodes who owns a 1931 Ford and hopes to have a brand new Pontiac someday.

STIFLING HEAT PREVENTS SLEEP



Get real relief from HEAT

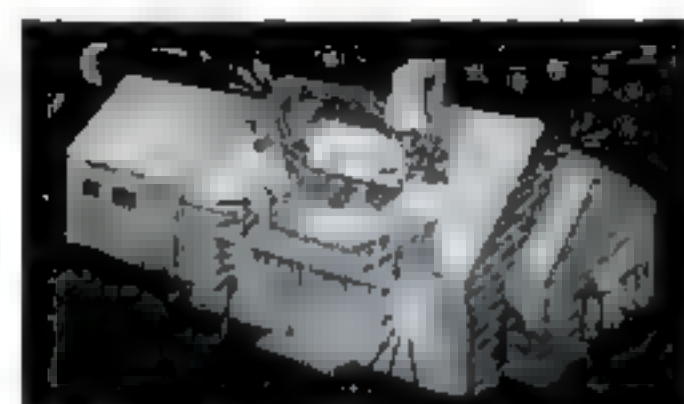
Don't let the heat cheat you out of your sleep. Install a new, improved Ventura Home Conditioner in your attic and get real relief. No refrigeration required, draws in the nature conditioned air from out-of-doors, exhausts the packed up heat of home and attic. Keeps you comfortable even in excessive hot weather for only a few cents a day. For new homes or old. A quiet operating, dependable unit. Buy NOW on easy F.H.A. Terms.



New Improved Ventura Home Conditioner is more compact, quiet, economical—6 capacities to suit climatic requirements—proved by more than 4 years' service in thousands of Southern installations. Buy yours NOW!



New American Blower Portable Apartment Conditioner—no refrigeration required—easy to move—unit finished in white enamel with porcelain top serves as cabinet with drawer when not in use. To use, just set in any doorway, adjust special door screen and turn on the switch.



Now for the first time you can get relief from heat in apartments with the Portable American Blower Apartment Conditioner below. No refrigeration required—cools the entire apartment with nature conditioned fresh air. Call the nearest American Blower Dealer for demonstration. Every apartment dweller should have one.



Keep cool this summer—build your business the profitable way with American Blower Electric Ventilating Equipment—backed by more than 50 years' experience.



Fans and Blowers for Commercial Establishments—get relief from heat now in your store, office, restaurant, garage, or factory. Write for our new book, "Comfort Cooling by Attic Ventilation," or see the nearest American Blower Dealer.

AMERICAN BLOWER PRODUCTS KEEP YOU COMFORTABLE

AMERICAN BLOWER CORPORATION, 8000 Russell Street, Detroit, Michigan
Division of the American Radiator and Standard Sanitary Corporation
In Canada—Canadian Sirocco Company, Limited, Windsor, Ontario

**BETTER
LOOKING
HAIR** IN HALF
A MINUTE



1 Quick easy GROOMING... The time-tested Wildroot Hair Tonic formula plus pure vegetable oil. Relieves dry scalp. Keeps hair neat, not slicked-down. Mild pleasing scent fades away after using.

2 Removes ugly DANDRUFF... Use Wildroot-with-Oil every morning. Massage half a minute. See how its cleansing action removes dandruff, relieves itching, leaves scalp cool, clean, refreshed.

3 Helps check premature BALDNESS... Removes dandruff crust which acts as covering for sebaceous exema, common scalp infection blamed for 70% of early hair loss. Get Wildroot-with-Oil today! For generous trial bottle, send 10¢. Wildroot, Dept. B-4, Buffalo, N. Y., or Fort Erie, Ontario.

IMPORTANT—Wildroot-with-Oil does not replace regular Wildroot Hair Tonic, used by millions who like a non-oily tonic. At drug counters and barbers everywhere.

**WILDROOT
WITH OIL**
THE 3-ACTION HAIR TONIC

**UNSIGHTLY
WALLS**
MADE GOOD AS NEW



You can easily repair holes in walls with Rutland Patching Plaster. Anyone can make a perfect job with Rutland.

DEAR DADDY—

Since you've been away, mother started using Cuticura Soap on baby brother. He loves it—and Oh!—does he smell good! Mother says it's the purest, sweetest soap she's ever used—and we're all using it now. Love, Mary-Ann. Soap 25¢. Ointment 25¢. FREE sample. Write "Cuticura", Dept. 41, Malden, Mass.

PICTURES TO THE EDITORS

HIGH-JUMPER LA CAVA

Sirs

I am sending you pictures of Gilbert La Cava, Beverly Hills High School boy, in action (below). He won the Divisional California Interscholastic Federation Meet high jump at Glendale, Calif., on May 14.

In winning this event, young La Cava, who is the stepson of Gregory La Cava, movie director, broke the world's accepted interscholastic high-jump record held by Willis Ward, by almost one inch. He jumped 6 ft. 6 1/4 in.

H. LEE HANSEN

Hermosa Beach, Calif.



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A City Saved by a Thread

Fire broke out in a congested section of the Massachusetts city of Fall River. Lashed into fury by a forty-mile gale, the raging flames rapidly spread beyond the control of the local fire department. Conflagration threatened to destroy the entire city.

Responding to a desperate call for help, fire apparatus came from over twenty communities. They were able to stop the fire, averting disaster . . . because, luckily, the thread of their hose couplings fitted the Fall River hydrants.

Had the fire occurred three years earlier, their help could not have been used. For, it was only within that time that those communities

had adopted standard hose couplings upon the urging of The National Board of Fire Underwriters.

So, the city was saved by a thread . . . a dramatic demonstration of the effectiveness of the fire-prevention activities continuously carried on by 200 capital stock* fire insurance companies through their organization, The National Board of Fire Underwriters. The average citizen little realizes what that organization has done and is doing to prevent loss of life and property . . . through making surveys and recommendations and through the testing of manufactured goods and materials by Underwriters' Laboratories, Inc., which it founded.

How many lives and how many buildings have been spared due to the activities sponsored and maintained by capital stock fire insurance com-

panies no one knows. But, fire losses have been reduced, as evidenced by the fact that the capital stock fire insurance companies have been able to reduce their average rates . . . over 40% in the last thirty years.

*CAPITAL STOCK COMPANY FIRE INSURANCE

provides sound protection at a predetermined price, without risk of further cost. In addition to legal reserves, its policies are backed by cash capital and surplus funds set aside to meet not merely normal claims but also the sweeping losses due to conflagrations and other catastrophes. Its organized public services are national in scope. Its system of operating through Agents everywhere gives prompt personal service to policyholders.



PICTURES TO THE EDITORS

(continued)

LIVING ON \$23 A WEEK

Sirs,

Here are some pictures which show how many young married couples really live in America. Arthur ("Buddy") Didrikson (right), brother of the famous female athlete Mildred ("Babe") Didrikson, married Jack Zilda Browns more than a year ago. He is now 21, she, 20. They live happily on \$23 a week—minus 23¢ for Social Security and 50¢ for union dues. This is what Buddy earns as an empty-bottle watcher in Houston's Grand Prize Brewery, owned by Howard Hughes, the oilman and aviator.

Their savings they have put into a new automatic refrigerator instead of a secondhand car. For a two-room-a-bath furnished home they pay \$7 a week rent. This includes free gas, free electricity and a free radio. They set aside \$1 a week for possible doctor's bills, and save an average of \$4.50. Their tastes are necessarily simple and their budget does not allow them to smoke or buy a newspaper, but they are still as much in love as they were on their wedding night.

FRANCIS MILLER

The Houston Press
Houston, Tex.



Six free pints of beer is daily brewery quota for employees. Thus liquor does not figure in the Didrikson budget.



Their only possession, beyond a small cedar chest, is this Electrolux icebox. Time payments cost them \$2.25 weekly.



Food costs are limited to \$4.50 weekly. A pot roast lasts them three days. The Didriksons eat lots of canned peas.



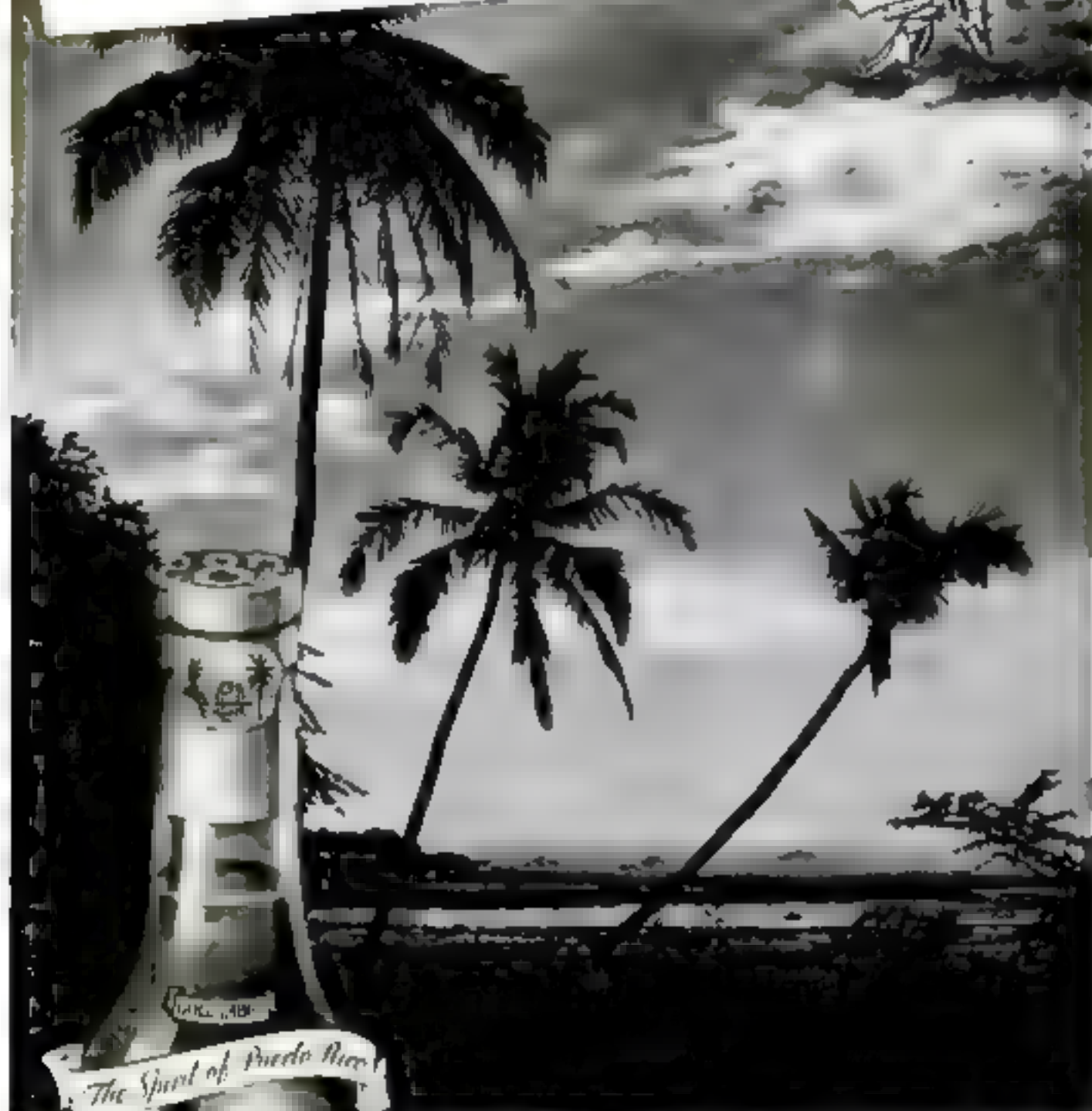
Neatly treatments are far beyond the budget of pretty Jack Didrikson. She brushes her hair 100 times each night.



She does the laundry and ironing, except for fortnightly wet wash. Their laundry & cleaning bill is 70¢ a week.

CONTINUED ON PAGE 75

"Americanos!
I give you
THE TROPIC'S SECRET
OF COOL DRINKS!"



Nothing Palms in Puerto Rico, home of Don Q Rum

"In tropical Puerto Rico, where it is ver-ry warm, we know the secret of tall, tinkling drinks. It is rum—but ah-h! what rum! So light, so delicate in flavour... Don Q Rum, served with much ice... sipped with due regard for its rare flavour. This custom is practiced wherever civilized men meet tropic heat. The Englishman in Bombay has his rum and soda... the Dutchman in Guiana his rum punch. You have the Rum Collins, the Rum Mint Julep and the Cuba Libre. Americanos! Let Don Q be your cue to cool drinks!"

50 PROOF

DON Q *Puerto Rican*
RUM

Your Guide to  Cool Liquors

COPYRIGHT 1935, NATIONAL DISTILLERS PRODUCTS CORP., BEAUFORT DIVISION, NEW YORK

It certainly makes a difference whether the safety glass in your car windows is **PLATE GLASS** *or just* **WINDOW GLASS**



ONLY GENUINE POLISHED PLATE GLASS IN EVERY WINDOW ASSURES GREATEST CAR BEAUTY AND CLEAREST VISION FOR ALL

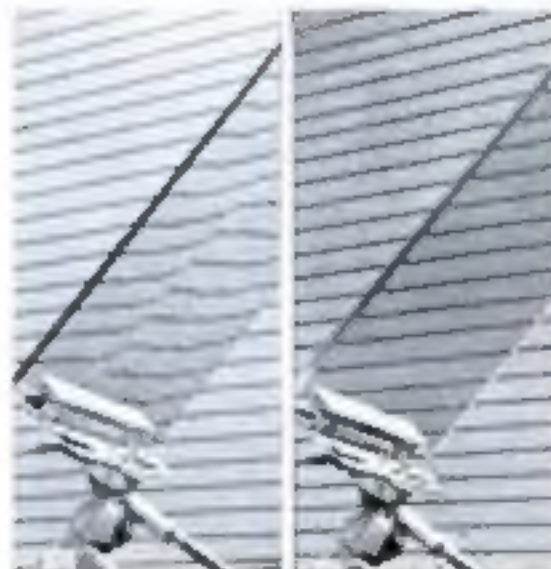
Beauty

... Windows of the finest homes are made of PLATE glass ... because ordinary window glass can never match the brilliant beauty of PLATE glass. For the same reason, the windows of your car will be better looking if they're of safety PLATE glass.



Vision

... The distortion which often spoils the passing view through ordinary window glass (left) is absent when clear PLATE glass is used (right). For PLATE glass is mechanically ground and polished to a precision finish, guaranteeing greater clarity of vision.



Comfort

... Riding comfort is more than a matter of comfortable seats and springs. Eyes should be happy—free from the annoyance of glass that distorts. Safety PLATE glass in every window is the best way to insure eye-comfort for those who ride with you.



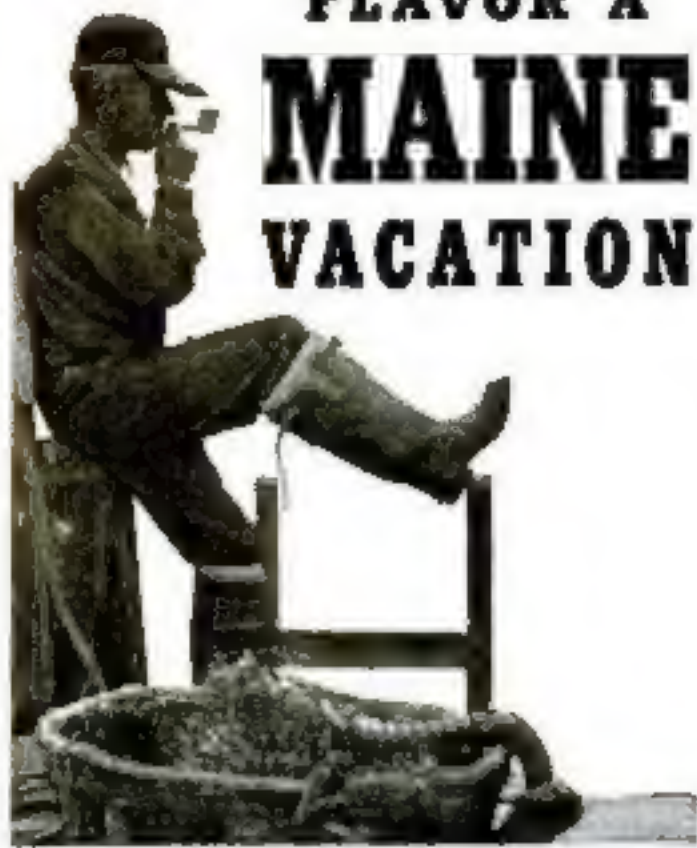
YOU SEE THINGS as they *really* are through the windshield of your car...because it's made of polished PLATE glass. But what about the folks in the back seat? In *their* windows, safety glass made of PLATE glass, not just window glass, certainly makes a difference to them! It gives them the same clarity of vision and true riding

comfort that the driver enjoys. No ordinary window glass can ever equal genuine polished PLATE glass in clarity and brilliant beauty. When you buy your new car, keep this in mind. And look for the hallmark of quality, shown at the right, on *every* window of the car you choose. Plate Glass Manufacturers Association.



*Look for
this quality
mark on all
windows*

OLD SALTS, LIKE THIS, FLAVOR A MAINE VACATION



You'll have the time of your life meeting the men of Maine! Here are shrewd, dry old salts... and tall, rangy woodsmen... with yarns you can take or leave. Half the fun of getting away from home is seeing new and different people. And Maine is the place for that!

But there's much more to a Maine vacation. You can ride, hike, camp, canoe. Fish, swim, and sail in fresh or salt water. Play golf and tennis. Eat foods you've always wanted—fresh-caught Maine lobsters; clams baked beside the sea; old-fashioned chicken dinners; big, juicy berry pies! Fine hotels and inns in Maine. Inexpensive overnight stopping-places. Marvelous roads. World-famous children's camps. **Make it Maine this Summer! Mail the coupon.**



HAVE THE TIME OF YOUR LIFE IN MAINE!

Free! MAINE DEVELOPMENT COMMISSION
Tourist Service, Dept. 812
St. John Street, Portland, Maine
Please send me the new illustrated Official Maine Vacation Guide for 1938.

Name _____
Street _____
City _____ State _____



FEET HURT TIRE, ACHE OR BURN?

After a hard day, when your feet are almost "killing" you, Dr. Scholl's Foot Balm will quickly put an end to such suffering. You'll be amazed how it rests and refreshes tired, aching, burning, sensitive feet caused by exertion and fatigue; soothes minor skin irritations and relieves muscular soreness. Sold everywhere. Family-size jar, 35c—also 10c size. For Dr. Scholl's FREE FOOT BOOK, write Dr. Scholl's, Chicago.



Dr. Scholl's FOOT BALM

PICTURES TO THE EDITORS

(continued)



Eighty cents a week the Didriksons spend on amusements. It includes an occasional movie before 6 p.m. while matinee prices prevail, and 10¢ every few weeks for LIFE.



Sand-lot baseball is their chief amusement. Buddy (shown sliding for third base) plays on the brewery team at night, while Jack cheers from the bleachers on a pass.



Sunday in the park. Buddy's Sunday clothes come from a \$1.50 clothes allowance. There are 1,001,616 married couples in the U. S. with the husband under 25 years of age, earning an average of \$27 a week. Were all as frugal as the Didriksons, they would deal a body blow to the automobile industry which last year sold 2,045,000 low-priced cars, the cinema industry which sells 85,000,000 theater tickets weekly.



LORRAINE
Sea-Kool
**YOU CAN
PAY MORE--
but you can't get a
better summer tie!**

**WRINKLEPROOF!
WASHABLE!
"SHAPE-LEE-KNOT!"**

Q Wrinkle proof... the fabric is so resilient that it resists wrinkling, regains its smoothness no matter how tightly you tie it.
Q Washable... tested by the LUX Laboratories and rated "excellent".
Q Shape-Lee-Knot (patent pending)... a feature that assures a gracefully draped knot—even if you tie it in a hurry!

(see illustration)
 **55c**

If your dealer can't supply you
send \$3 for 6 Sea-Kool Ties to
A. SCHRETER & SONS, INC., BALTIMORE

THE MARCH OF TIME

Sponsored by
Serval Electrolux

on the air
Every Thursday
8 p. m. E. D. S. T.
N. B. C.
Blue Network

Jiffy Grill

for camping, picnics, outings, fishing and auto trips. Broils delicious steaks, fish, bacon. Quick, hot fire with wood or charcoal. Time and fuel saver. Grill surface (8" x 18"), equals two-burner gas stove. Will hold six small steaks and coffee pot. Excellent for backyard wiener roasts and picnic suppers. Every family should have one or more. All steel. Folds into small space. Easily carried. Sent postpaid anywhere in U. S. for \$1 bill. Address

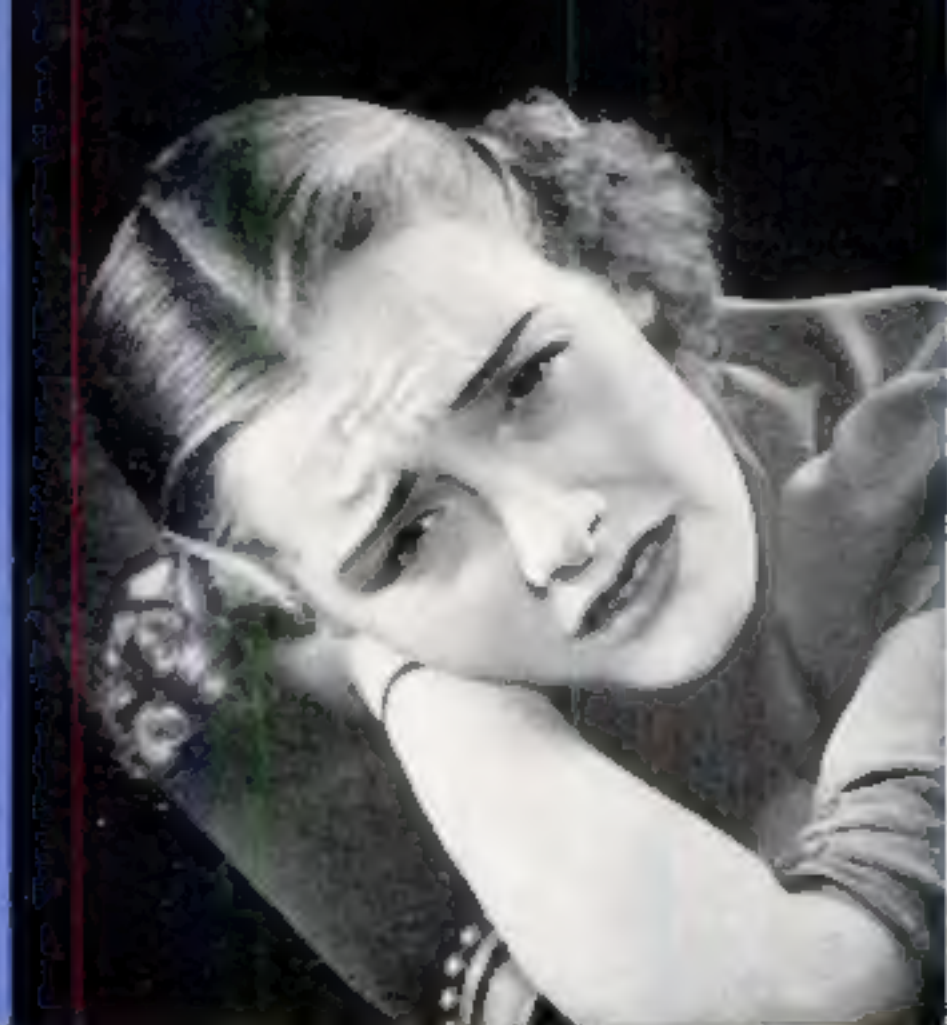
JIFFY GRILL, Winter Place 12, Cincinnati, Ohio

TRAIN SICKNESS

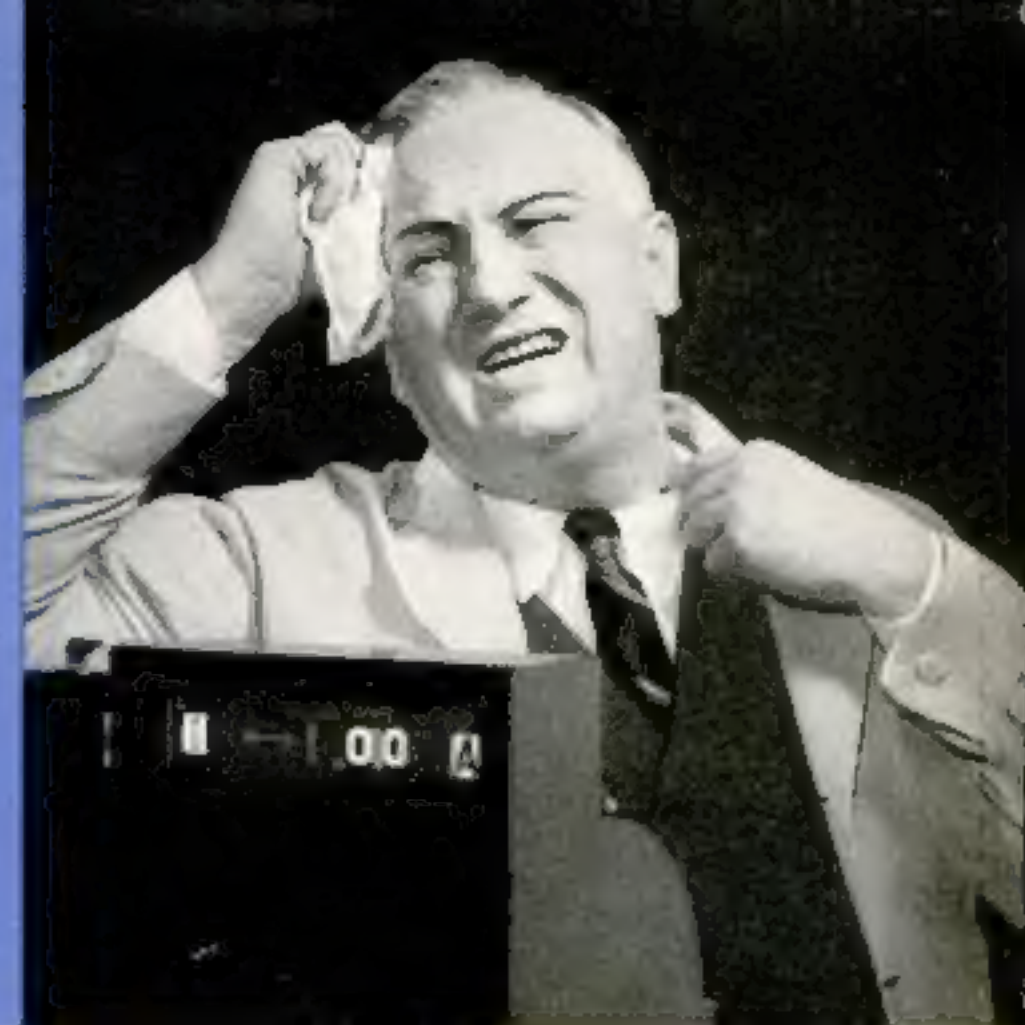


Speed in Comfort
Mothersills
SEASICK GEMBOY

**WHEN WILL WE
BE ABLE TO
GET RELIEF
FROM HEAT?**



**MAN!
I SURE COULD
USE AIR
CONDITIONING
IN MY STORE!**



NOW! LOW-COST AIR CONDITIONING FOR HOMES_SHOPS_OFFICES

PERFECTED BY CHRYSLER'S AIRTEMP ENGINEERS



1 CHRYSLER'S AIRTEMP ROOM AIR CONDITIONER

DON'T LET the hot weather get you down! No need to, this year! Chrysler's Airtemp now offers a perfected Room Air Conditioner that takes up no more space than a console-type radio!

Thank Chrysler's Airtemp Engineers for that! Now, you can have cooled, filtered, dehumidified, circulated air in your home. No more restless nights or stifling, sultry days.

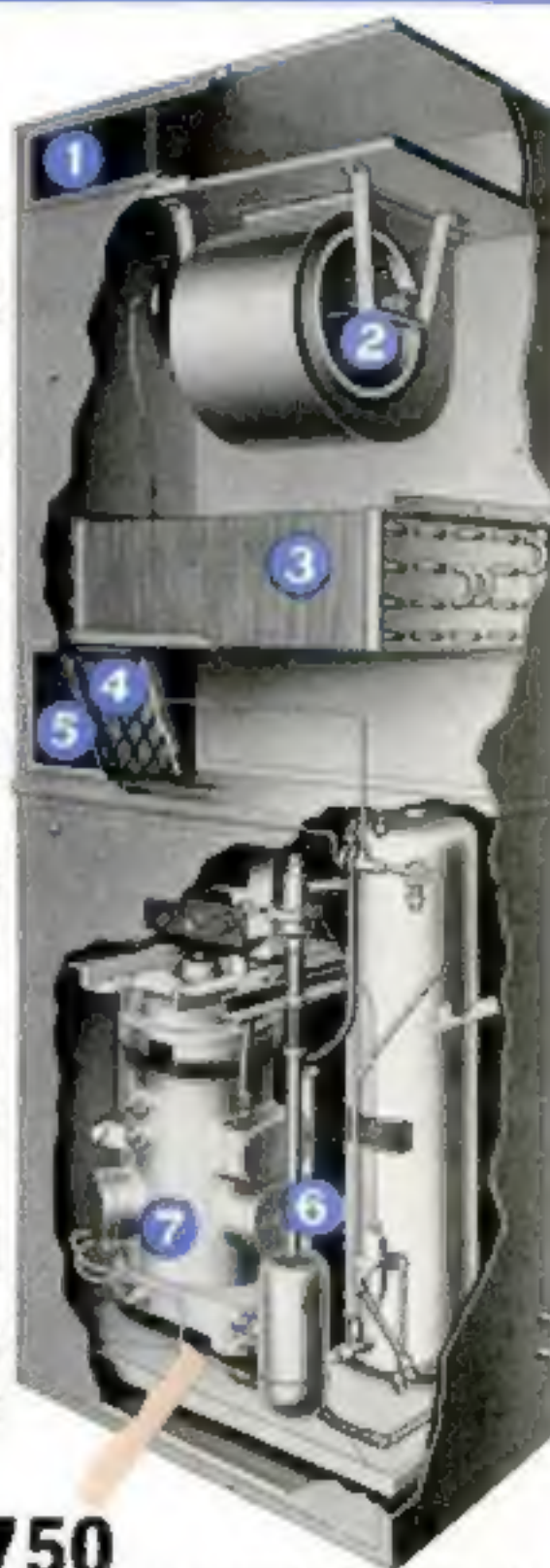
Cool Comfort in Your Home



The whole family will appreciate this great advance in air conditioning. You simply turn it on or off with a flick of the switch. Airtemp's Room Air Conditioner is entirely self-contained...the cabinet beautifully finished in genuine walnut wood. Easily installed in a few hours. Movable.

ONLY AIRTEMP HAS ALL THESE FEATURES

- 1 OVERHEAD "DIRECTION AIR" DISTRIBUTION**—4-way directional control.
- 2 QUIET**—Dynamically balanced fan, sound-isolated air chamber.
- 3 DEHUMIDIFIER AND COOLER**—Removes excess moisture...cools the air healthfully.
- 4 REPLACEABLE FILTER**—Removes dust, dirt and lint from the air.
- 5 RETURN AIR GRILLE**—Located so objects on floor will not obstruct air intake.
- 6 FREON**—The safe refrigerant is used.
- 7 EXCLUSIVE, HERMETICALLY-SEALED RADIAL COMPRESSOR**—Needs no special foundation. Operates at 1750 RPM...delivers more cooling per pound of metal used. Costs less to cool with Airtemp.



2 CHRYSLER'S AIRTEMP ALL-IN-ONE AIR CONDITIONER

WHY WAIT? If you've promised yourself air conditioning some day...*right now is the time to buy!*

Airtemp's "packaged" unit has proved itself in over 2000 installations...has saved real money for store-owners and business men...boosted sales volume. Find out today what Airtemp equipment can do for you.

Business is Always Good in Air Conditioned Stores



Airtemp's All-In-One Air Conditioner is quickly installed...movable as your store fixtures...occupies only 20" x 33" of floor space...7' 6" high.

It circulates, cools, filters, dehumidifies air automatically. Answers every cooling need in stores, shops or offices.

\$697⁵⁰
F.O.B. DAYTON

For standard 3-phase, 60-cycle current. Installation additional. Also available in larger size models at proportional cost. Type and size of space determine number of units required.

Prices subject to change without notice



\$416⁵⁰ F.O.B. DAYTON

Prices subject to change without notice

For standard single-phase, 60-cycle current, water-cooled model. Installation additional.



BUDGET PAYMENT PLAN!

Your Airtemp Dealer offers easy terms and immediate installation of Airtemp Air Conditioning. See him today!

CHRYSLER'S AIRTEMP

AIR CONDITIONING FOR EVERYBODY

MAIL THIS COUPON TODAY

Airtemp, Incorporated, Dayton, Ohio (DEPT. L-6-B)
Gentlemen: Please send me details about
☐ Airtemp's Room Air Conditioner
☐ Airtemp's All-In-One Air Conditioner

Name _____
Street _____
City & State _____

Henry Picard

LOOKS THE
SITUATION OVER



Picard's game seems effortless. He's a long driver—in a tight spot, a heady strategist. "A cigarette, too, has to be sized up from a lot of angles," he says.



"I've never favored one particular cigarette, Mr. Picard. I can see you do though. Do you find Camels different?"

"Camels are *distinctly* different from other cigarettes, Mr. Stahl—different in many ways. The longer I smoke Camels, the more I appreciate their natural smoothness and mildness—the real mildness that's easy on the throat. Camels never tire my taste. I appreciate the fact that Camels agree with me. They do—from all angles. You know, I hear so many golfers praise Camels. Camels never get on your nerves. Most of the top-flight golfers I know smoke Camels. Camels set you right!"

WORLD-FAMOUS GOLFERS—men who need iron nerves and steady hands for that winning stroke—and millions of other people under the strain of everyday life, all appreciate this fact: **CAMELS SET YOU RIGHT!** There's a world of pleasure and enjoyment in a cigarette like that. Smoke Camels and see for yourself why they are really so different from other cigarettes. Note particularly the greater pleasure you get from Camel's *costlier tobaccos!*

On the Air Monday Nights

**E-D-D-I-E
C-A-N-T-O-R**

America's great fun-maker and personality brought to you by Camel cigarettes. Over Columbia Network. See your local newspaper listing for correct time.

On the Air Tuesday Nights

**BENNY
GOODMAN**
THE "KING OF SWING"

Hear the great Goodman Swing Band "go to town." Every Tuesday at 8:30 pm E.S.T., (9:30 pm E.D.S.T.), 7:30 pm C.S.T., 6:30 pm M.S.T., 5:30 pm P.S.T., over Columbia Network.



FROM COAST TO COAST flits Helen Stansbury, Director of Women's Traffic for United Air Lines. Miss Stansbury speaking: "I choose Camels for their mildness. They're never harsh. When the hectic pace I go fatigues me, a Camel gives me a 'life'—sets me right."

YES, SIR, IT'S CAMELS for Mike Maguire, tunnel engineer. Bossing 200 men deep under mud and water means, as Mike puts it: "I can't risk having 'jangled nerves.' So I stick to Camels. So does my gang. We find that Camels agree with us."



Camels are a matchless blend of finer, more expensive TOBACCOS—Turkish and Domestic

PEOPLE DO
APPRECIATE THE
**COSTLIER
TOBACCOS**
IN CAMELS

THEY ARE THE
**LARGEST-
SELLING**
CIGARETTE
IN AMERICA

Copyright, 1938, R. J. REYNOLDS TOBACCO CO., Winston-Salem, N. C.

ONE SMOKER
TELLS ANOTHER...

"CAMELS AGREE WITH ME!"

TOBACCO PLANTERS SAY:

"We smoke Camel cigarettes because we know tobacco."



"The favorite with most men who grow tobacco," is what Vault Snowden, veteran planter, calls Camels. "Camel buys the best tobacco. They bought all the choice grades of my last crop. I've been a steady Camel smoker myself 19 years."



Top prices, that's what J. B. Jackson, successful planter, got from the Camel buyer last year. He says: "Camel pays more to get the best tobacco. That means finer tobaccos for Camels. I say cigarette quality has got to be grown in tobacco. So I smoke Camels."



"The Camel people bought the best of my last crop," says Vertner Hatton, who has grown tobacco for 25 years. "Paid a high price for my finest grades. I smoke Camels. I know there's no substitute for expensive tobaccos. Most planters favor Camels."